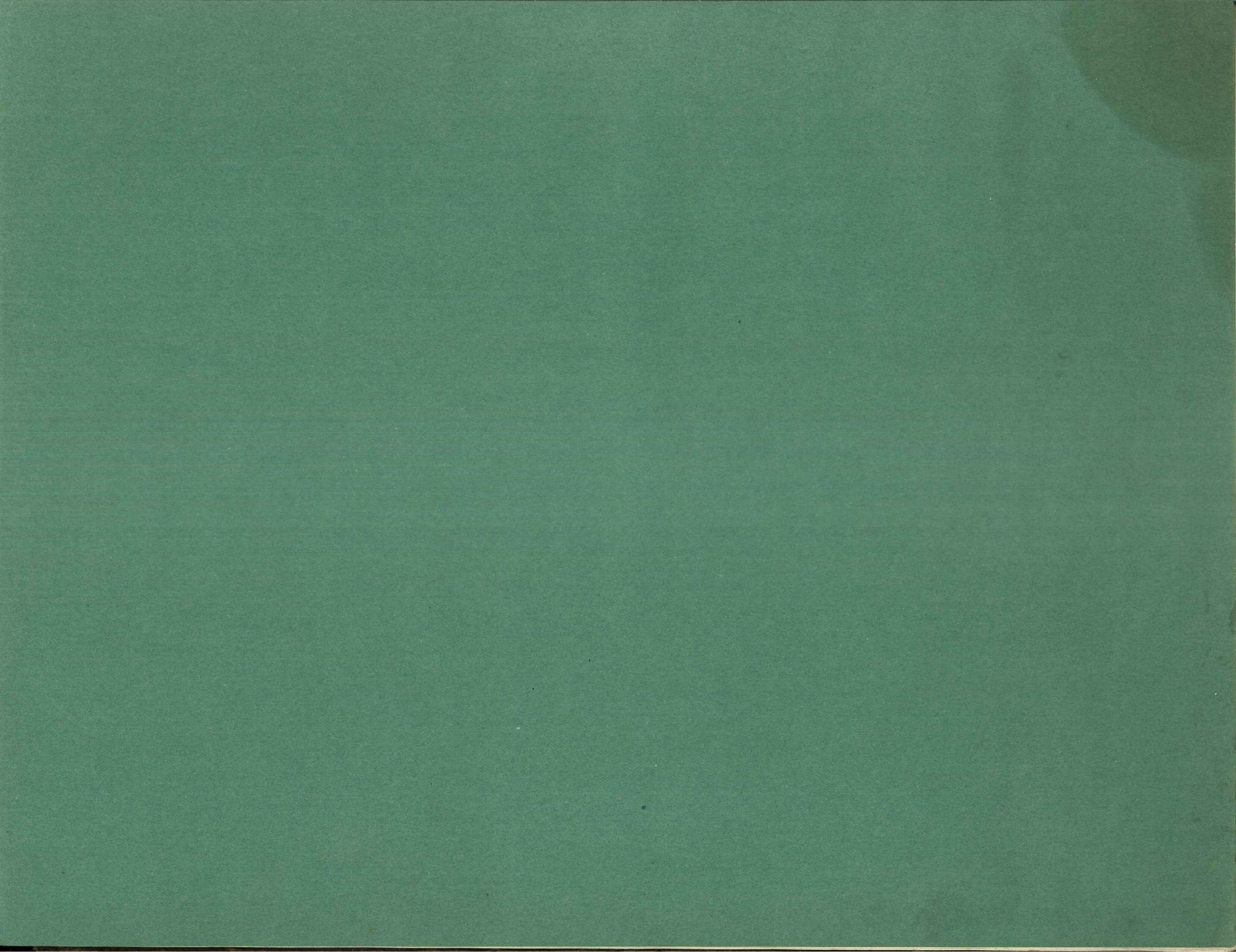


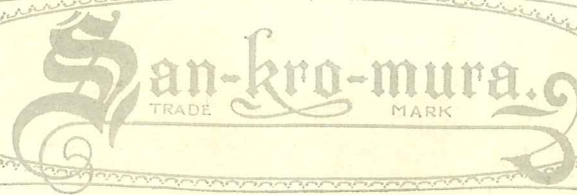
San-kro-mura.
Wall Decorations.



WITH the thought that wall decorating is an art rather than a trade, and with the hope of contributing to the development of that art, this book has been prepared.

To produce wall decorations strikingly original and beautiful — combining good taste and refinement with rare artistry — is our greatest ambition. How well we have succeeded is attested by the ever-growing popularity of San-kro-mura decorations, not only in America but also abroad.

THE SCHMITZ-HORNING CO.
Cleveland, Ohio



THE value of San-kro-mura as a medium for the attainment of the highest art in wall treatment is recognized by leading decorators everywhere.

The beauty, number and variety of the designs, and their many possible combinations, afford unlimited opportunity for the expression of individuality — for the achievement of distinction in the decoration of the walls.

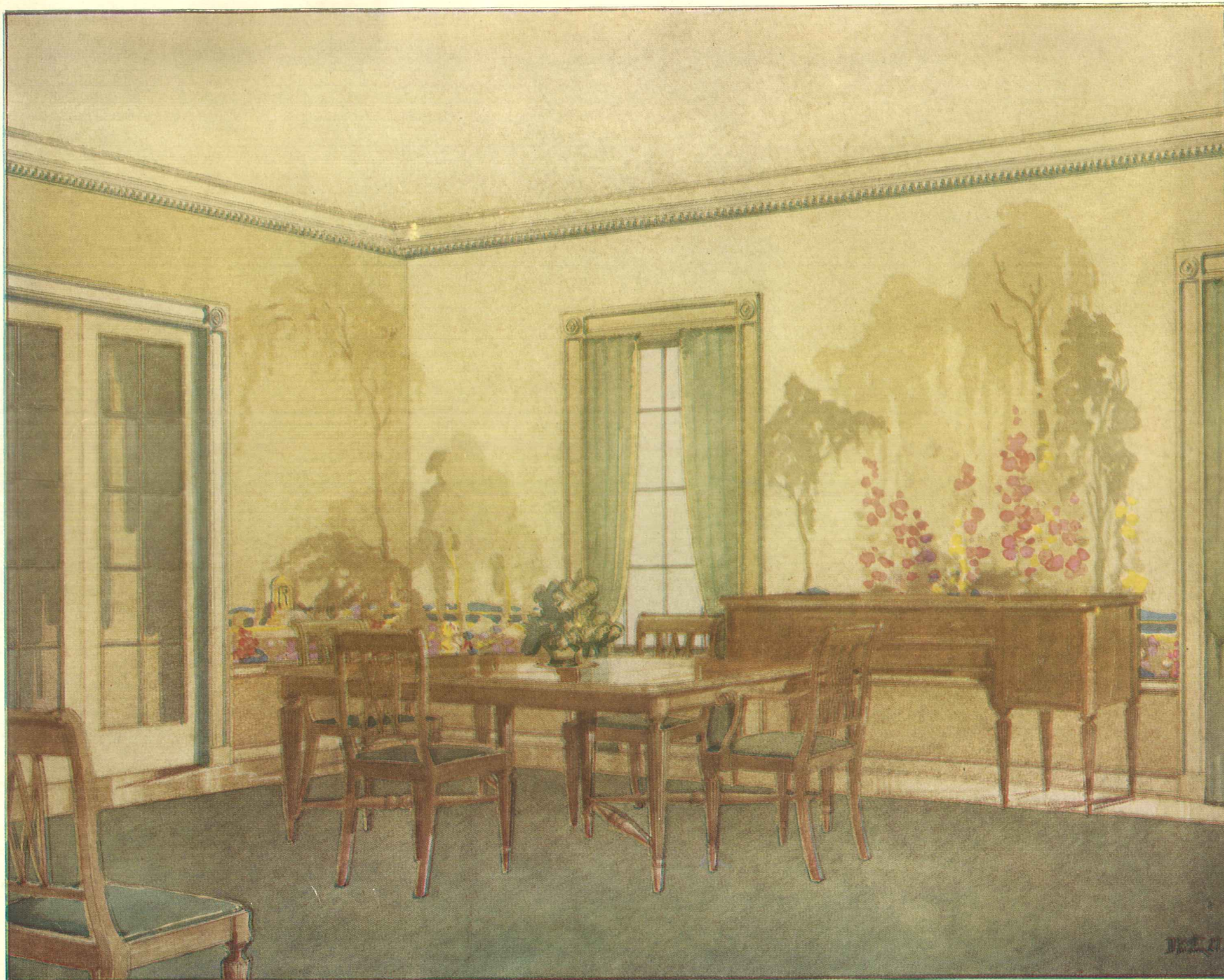
In the home — living room, dining room, or bed room, sun parlor, billiard room, bath and kitchen — to every room a character appropriate to each may be imparted by the proper selection of a tapestry, pictorial frieze or panel, floral design, tile or mosaic.

The more striking pictorial compositions, in panel arrangement with tile, marble, mosaic or other San-kro-mura material, will suggest to the architect and decorator infinite possibilities for securing most beautiful effects where ordinarily "wallpaper," because of the character of pattern and nature of the material, is neither desirable nor practical.

Of marked decorative value and artistic charm, with an instant appeal to the sense of the beautiful, San-kro-mura is withal an eminently practical, serviceable material — a sanitary wallpaper printed in permanent colors.

Owing to the impossibility of showing true color values in miniature reproductions, we illustrate only a few of our patterns in color. We advise, wherever possible, to make color selections from our sample books, which we will send upon request to responsible parties.

THE SCHMITZ-HORNING CO.
777 East Eighty-Second Street Cleveland, Ohio



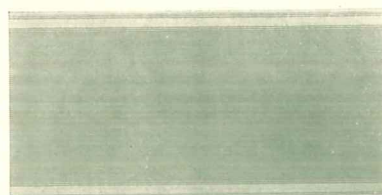
The Corinthia



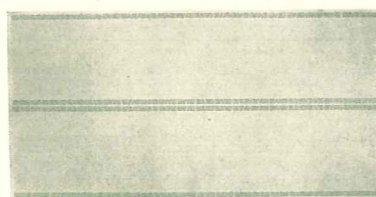
C



D



Base (as shown on opposite page) to match each coloring. 2 strips 20 x 80 inches on a sheet.



Band and stile for French paneling, to match each coloring, 4 strips 10 x 80 inches on a sheet.



A

No. 8090 is in bright colors, as illustrated above.



B

No. 8091 is in sepia and pastel shades (see opposite page)

No. 8092 is in green and pastel shades.

In the Corinthia simplicity and directness of effect have been the aim. This decoration is produced in three different color schemes and allows a wide usage. There are four sheets, 40 by 80 inches, with repeat of 160 inches, to a set. The arrangement of these panels may be varied by an interchange of sections.

Tapestries



ONE of the earliest forms of wall decoration, indeed the original "wall hanging," is the tapestry—the fabric woven in design either ornamental or pictorial.

The wonderful weaves from the old French, Flemish and Italian looms possess that universal appeal which makes them desired by people in all times. They are something more than "Period" decoration.

Unfortunately, these beautiful fabrics are within the reach of only the few.

Our remarkable reproductions in San-kro-mura, illustrated on the following pages, afford a material for more general use with all the charm and decorative value of the originals.

Combining the effect of a rich fabric, so satisfying on the wall, with the scenic or pictorial interest, these tapestries will recommend themselves most strongly where it is desired to give a distinctive character to the room without violating that sense of quiet charm and cozy restfulness which the word "home" implies.

La Fontaine

Copied from a Fine Old Italian Tapestry



80" High (Exclusive of band)

160" Repeat

Four sheets, A, B, C, D, each 80" high, 40" wide

Over a low wood base, or by use of the band and stiling, these tapestry papers will cover wall of the usual height.

No. 8045 Natural

Full rich colors

Band No. 2083

No. 8046 Antique

Subdued tones

Band No. 2083

For Band and Stiling see page sixteen

No. 8047 Grey

Greys and soft tones

Band No. 2084

Chinese Embroidery

No. 808010

This pattern is made in two sections, each 40" wide and 80" high, making full repeat of 80" x 80".

In addition to coloring here shown, this design is made in a number of other shades.



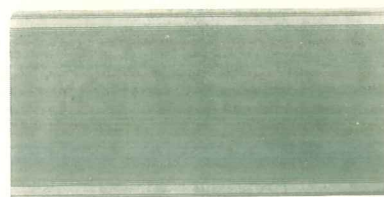
The Chinese Floral



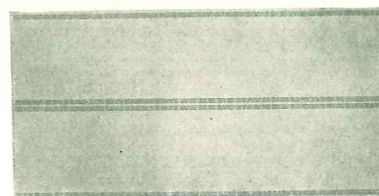
B



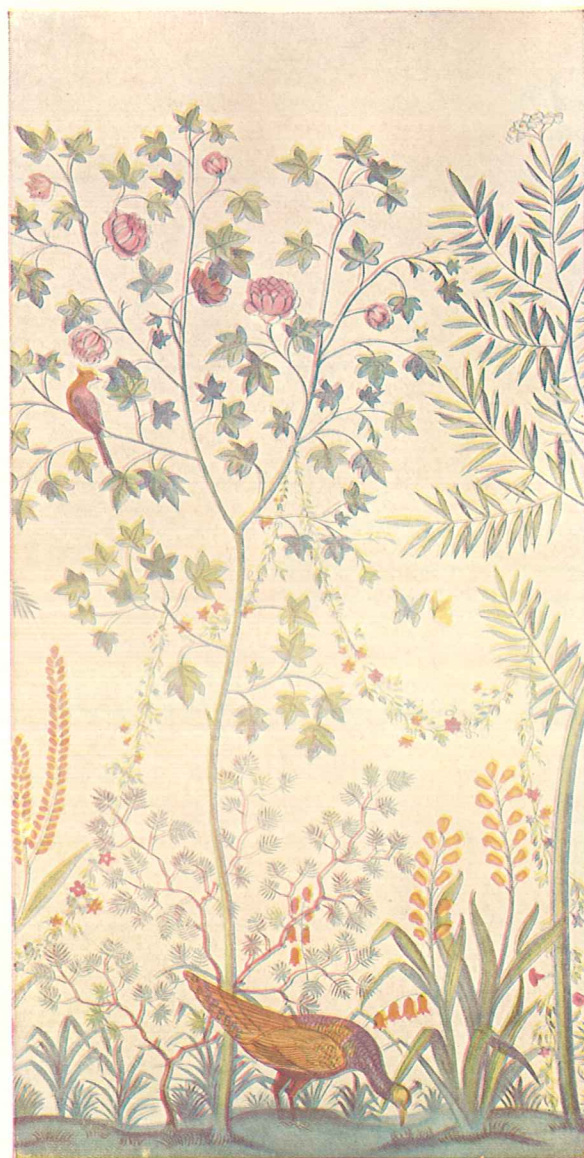
C



Base to match each coloring. 2 strips 20 x 80 inches on a sheet.



Band and stile for French paneling, to match each coloring, 4 strips 10 x 80 inches on a sheet.



A



D

80" High

Four sheets, A, B, C and D, each 80" high, 40" wide

160" Repeat

A new and most attractive pattern for sun rooms and breakfast rooms, designed to meet the present vogue of the Chinese motif in decoration. This is made on either white, ivory or cafe-au-lait ground with or without mottled overprint.

No. 8070 white ground, mottled overprint.

No. 8072 white ground.

No. 8071 cafe-au-lait ground, mottled overprint.

No. 8073 ivory ground.

There is a stile for each coloring.

The Lombardy

Faithfully Reproducing Beautiful Old Weave



80" High (Exclusive of base and border)

160" Repeat

Four sheets, A, B, C, D, each 80" high, 40" wide

No. 8025 Natural

Deep rich tones

No. 8026 Grey

Greys and soft colors

For band and stiling see page sixteen

Band No. 2083

Band No. 2084

The Mountain Stream

From an Old Flemish Tapestry



80" High (Exclusive of band and stiling)

Four sheets, A, B, C, D, each 80" high, 40" wide

160" Repeat

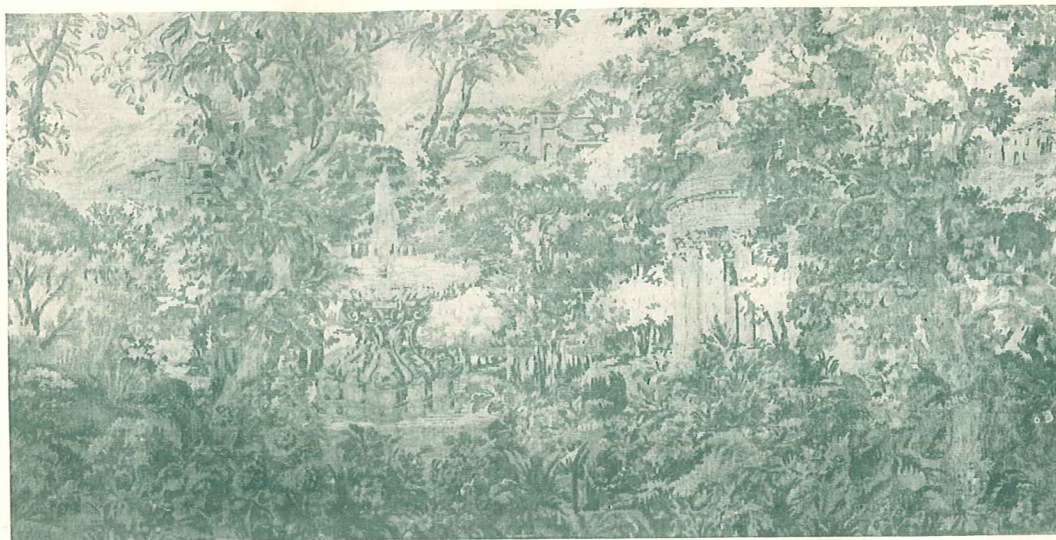
Note—There is an extension sheet 80" by 40" of plain fabric effect to match the sky. By appliqueing scenic sections over this sky extension, wall of any height may be covered.

No. 8040 Natural
Band No. 2083

For Band and Stiling, see page sixteen

No. 8041 Grey
Band No. 2084

La Fontaine



40" High

Full repeat of pattern on one sheet matching onto itself

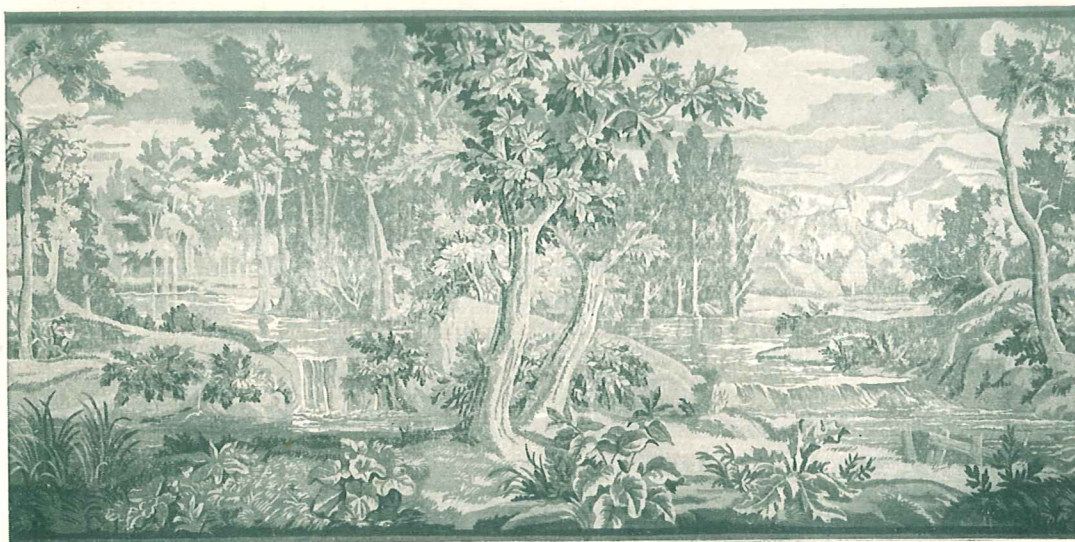
80" Repeat

No. 4807 Natural

No. 4808 Antique

No. 4809 Grey

The Mountain Stream



40" High

Full repeat of pattern on one sheet matching onto itself

80" Repeat

No. 4800 Tan

No. 4801 Grey

The Goravan



No. 1001

The rich soft velvety quality of this Persian pattern commends itself for use as a dado. It is, however, available for walls of any dimensions, as the fill. B. matches itself on all sides.

A

B

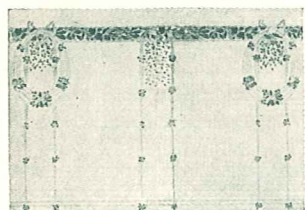


40" by 60"



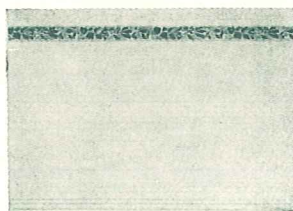
40" by 60"

A



40" by 60"

B



40" by 60"

C



40" by 60"

The Primrose

No. 418

This conventionalized floral design of marked distinction, on grey ground of monk's cloth (this fabric effect C is used also on lower wall) will give to the reception or guest's room a character and individuality decidedly attractive.

The Lombardy



40" High

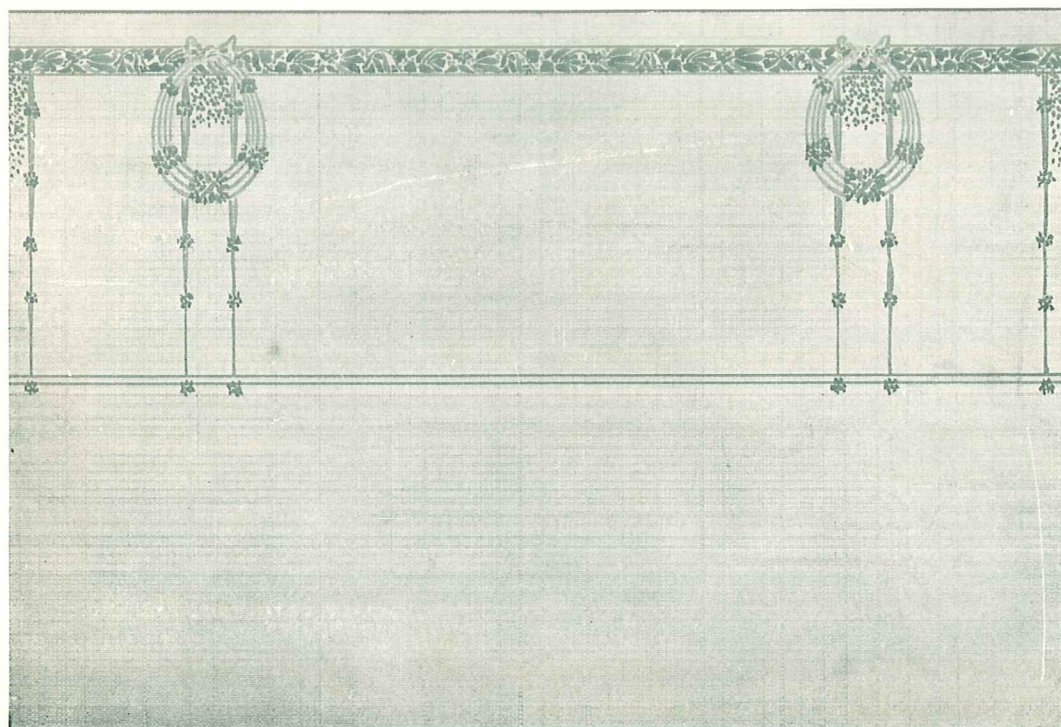
No. 4805 Natural

Full repeat of pattern on one sheet matching onto itself

80" Repeat

No. 4806 Grey

The Primrose



In the Gloaming



36" High (Including Bands)

No. 310

180" Repeat

Rolls of two each, A, B, C

Three sheets, A, B, C, each 36" by 60". A is the pictorial, B and C are the landscape extension sheets.

Rose of Sharon



80" High

No. 8065

40" Repeat

No. 8065 Ex.

This pattern repeats itself every forty inches, forming a wall of this beautiful flowering shrub around the room. The combination of soft blues, greens and pinks on ivory white ground in rich textile effect, instinctively suggests the sun or breakfast room, the reception or guest's room. Most effective over low base, but may be extended at the top by appliqueing along the upper edge over extension of ivory ground, which is also printed on a sheet 40" by 80".

Spring



60" High

No. 6025

120" Repeat

Three sheets, A, B, C, each 60" high, 40" wide, make the repeat
In the pink, white and sap greens of the season

Summer



60" High

No. 6026

120" Repeat

Three sheets, A, B, C, each 60" high, 40" wide
In cool restful shades of grey greens with touches of sunlight playing through the foliage

Autumn



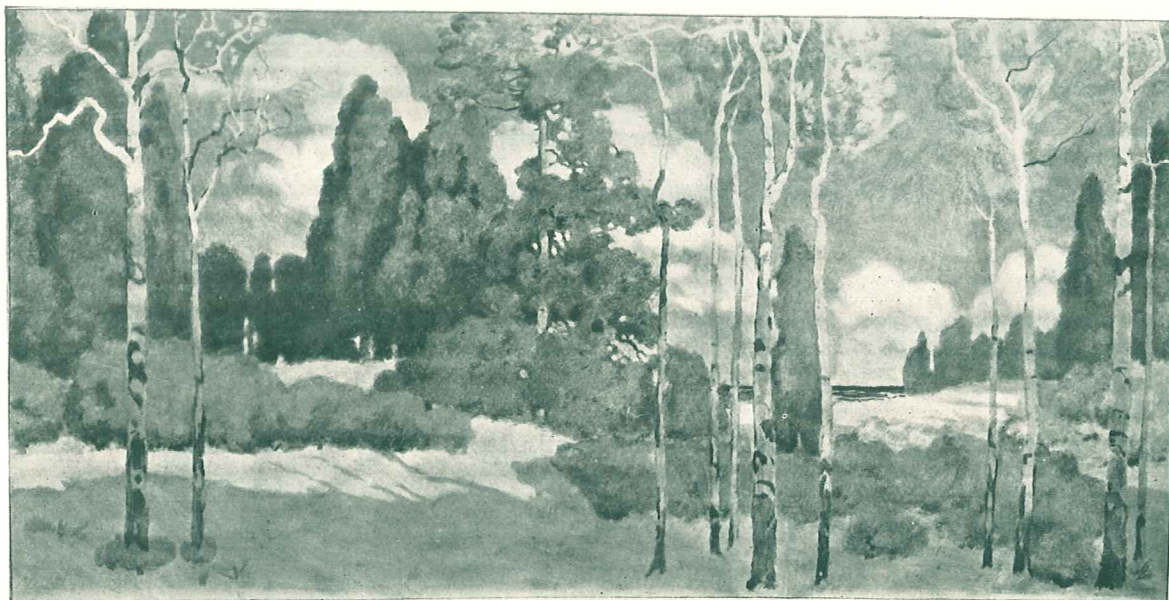
60" High

No. 6027

120" Repeat

Three sheets, A, B, C, each 60" high, 40" wide
In the rich golden coloring of autumn foliage

Winter



60" High

No. 6028

120" Repeat

Three sheets, A, B, C, each 60" high, 40" wide

Hollyhocks



No. 1002 Upper No. 1002 Floral
The Hollyhocks should be applied onto the upper section
to obtain the best results.

See this design in colors on page 24



40" by 60"



40" by 60"

The Pergola



No. 2066

More especially designed for ice cream parlor, restaurant or confectionery, though here again we cannot ignore the claims of the breakfast or sun room for a treatment of such attractive individuality. To be applied over plain or semi-plain ground of suitable color. Use of crown extension allows columns to be spaced to suit requirements. May be made to join perfectly by appliqueing bits of the floral wherever necessary.

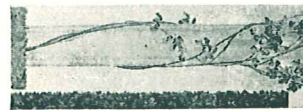
Sold only in roll of six sheets, two of each of the three sheets shown below.



20" by 60"



20" by 60"



20" by 60"

Ceiling Centerpieces



No. 4060 Oval

40" by 60"

Ivory white ground

No. 4040 Round

40" diameter

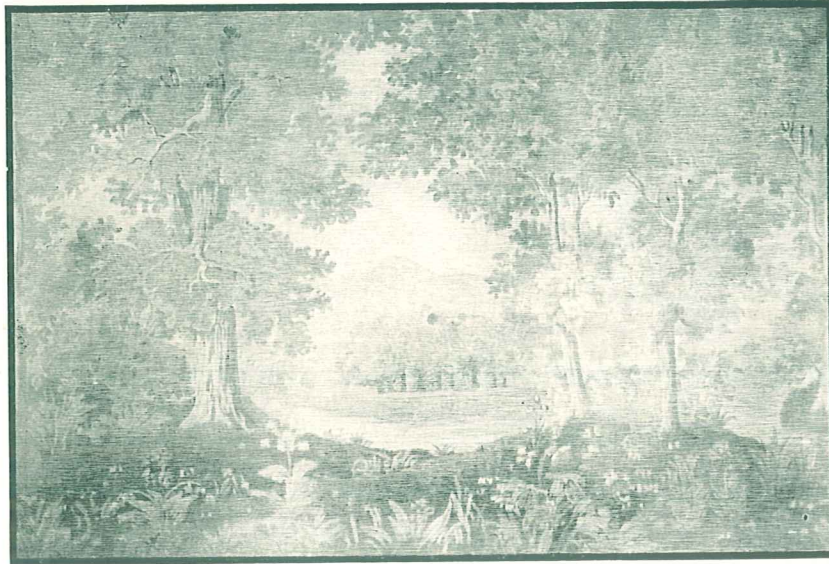
Clouded Ground. Also ivory white ground

No. 710 Oval

7 by 10 feet

(In four sections.) Ivory white ground

El Dorado



40" High

No. 429

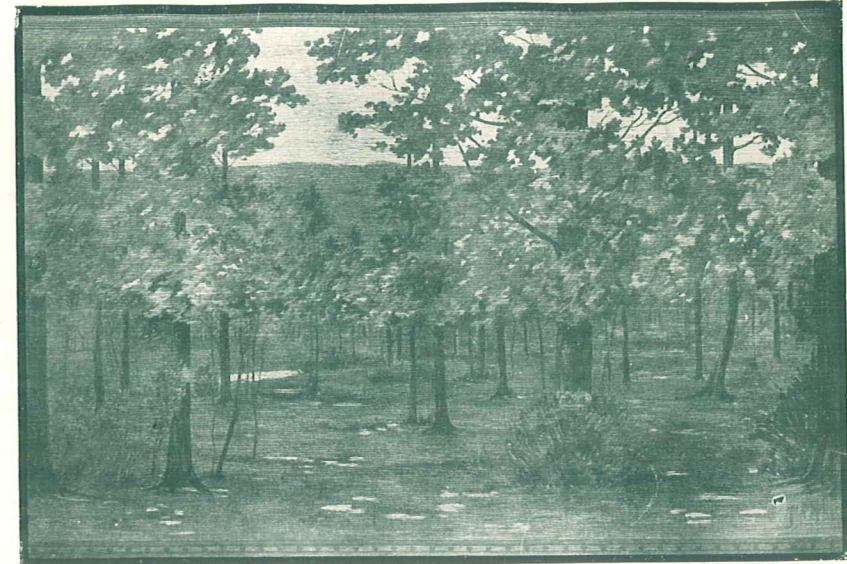
120" Repeat

Two sheets, A and B, each 40" by 60"

A delicate combination of greys with faint tinges of color

Will combine with many grey side walls.

Twilight



40" High

No. 428

120" Repeat

Two sheets, A and B, each 40" by 60"

Circassian Walnut



40" by 60"

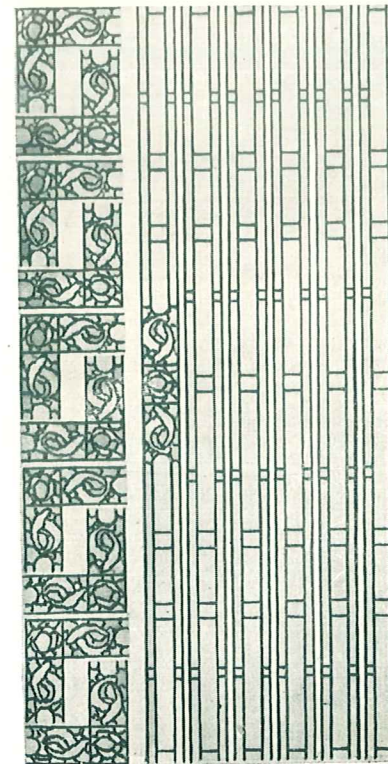
No. 5901

Mahogany



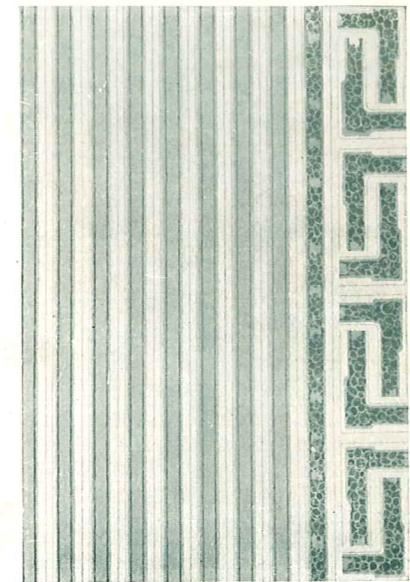
40" by 60"

No. 5900



Sheet 40" by 80"

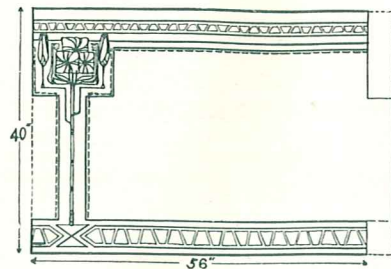
No. 8052 Blue No. 8051 Brown



Sheet 40" by 60"

Nos. 85-86-87

This 3 1/2" band with corners is adapted for paneling almost any of the scenic or pictorial numbers in this book.



No. 415

Band and Stiling



Sheet 40" by 60"

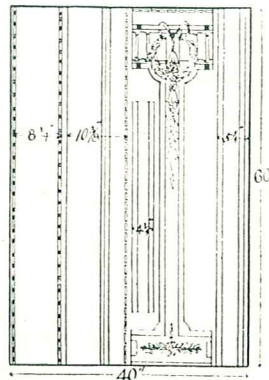
Band 5"

No. 2083 Natural

No. 2084 Grey

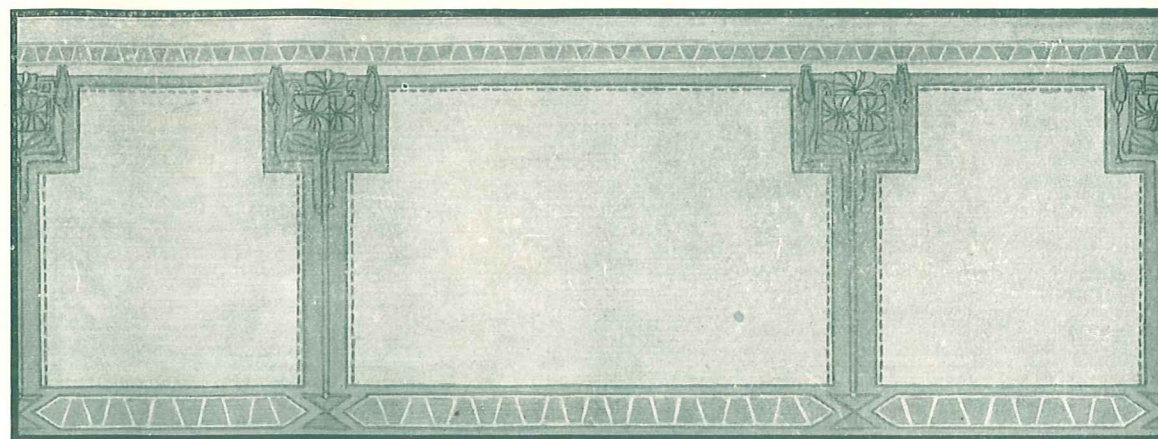


40" by 60"
Fill No. 6045



No. 615

Ornamental Frieze



40" High

No. 415

Complete on one sheet (as shown in small diagram) the panels are easily adapted to various wall spaces.

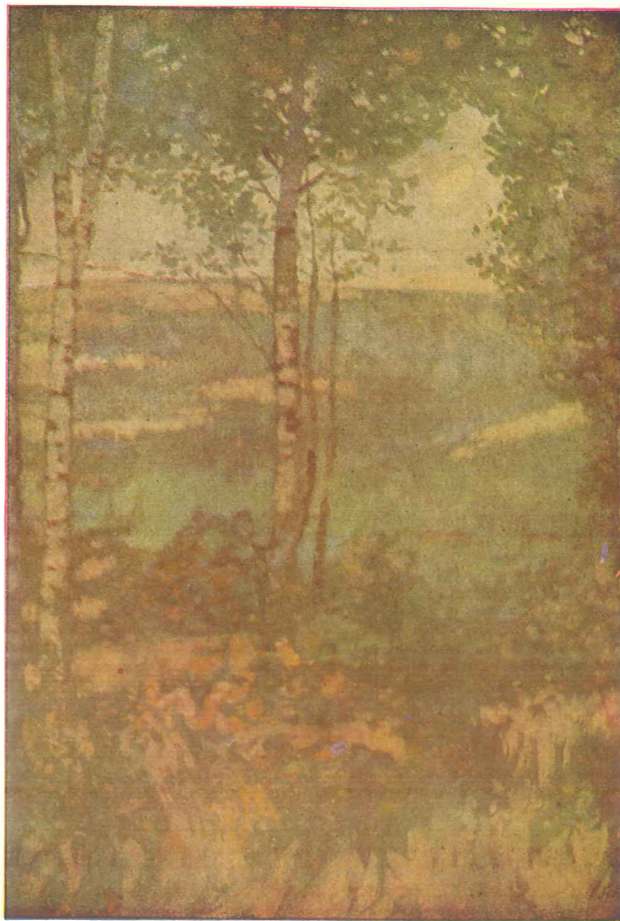
Panel Decoration



No. 615

This panel design, adjustable to almost any dimensions, may be treated as an independent decoration, as here shown, or may be used to panel any one of a number of our scenic pieces in place of the mottled fill. The Niederlaender, Le Soir, Birkenhein, Forest, Autumn, Die Jagd and others are fine in combination with this number.

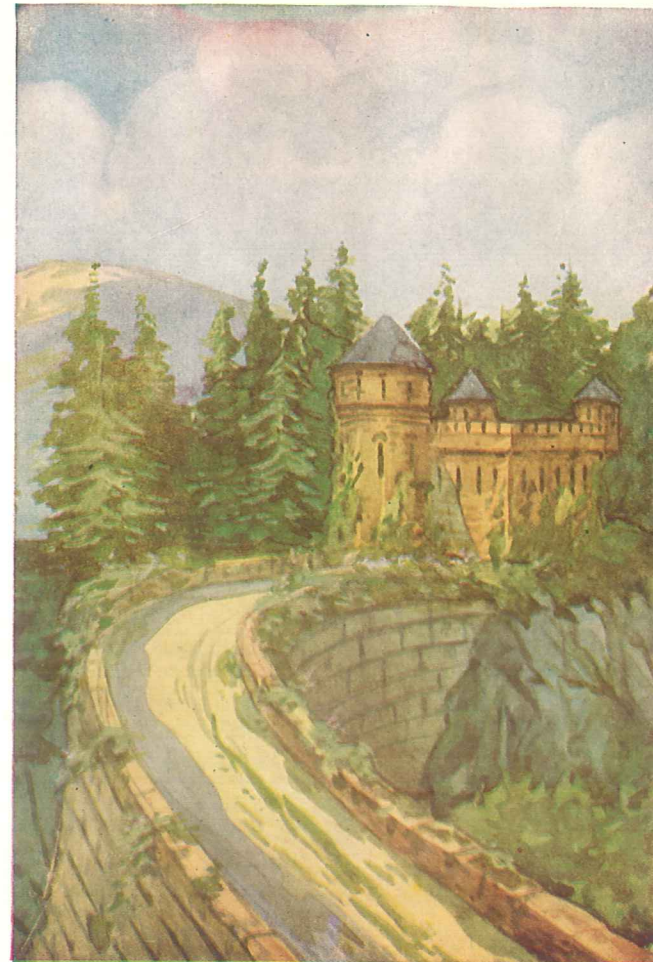
The Birkenhein



60" High No. 602 80" Repeat
Two sheets, A and B, each 60" high, 40" wide
In soft tans and olive greens this wooded hillside scene is delightfully restful in effect.

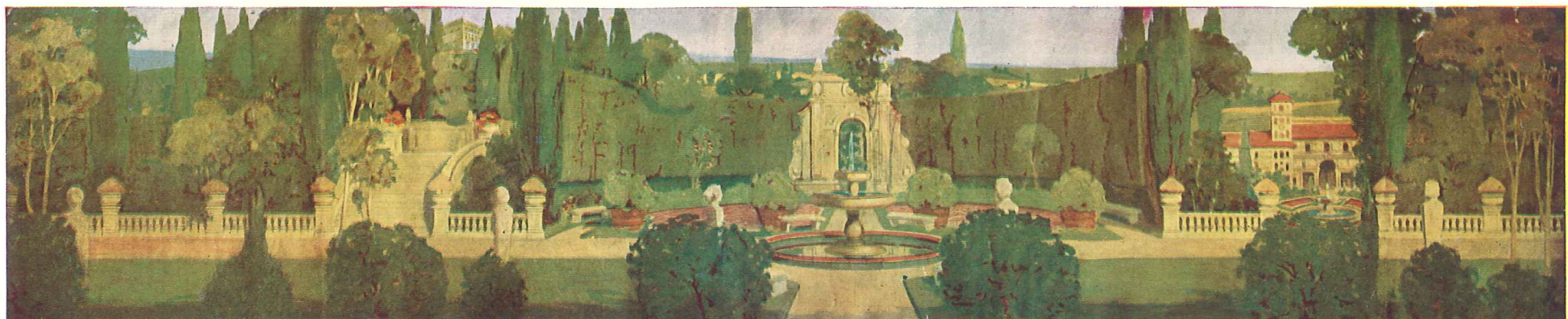
Switzerland

Seventeen



60" High No. 600 240" Repeat
Six sheets, A, B, C, D, E, F, each 60" high, 40" wide, matching in sequence, make the full repeat of this panorama of Alpine scenery. Rather realistic in coloring.

Villa Medici



30" High

No. 308

360" Repeat

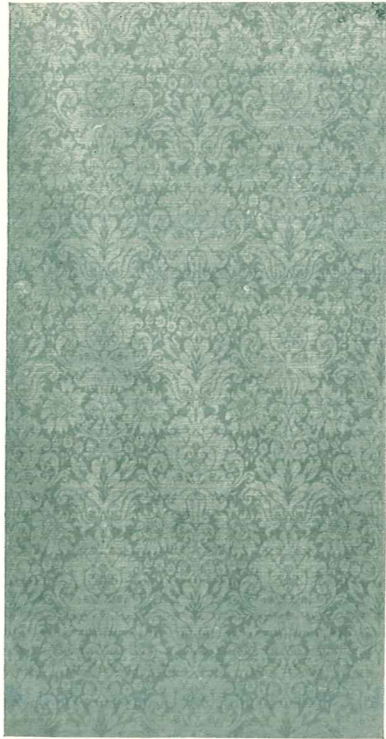
Six sheets, A, B, C, D, E, and F, each 30" by 60"

Make the thirty-foot repeat, these sections are interchangeable. Of the many beautiful Villas in and about Rome, Villa Medici is perhaps the finest, and this classic subject suggests itself for the library, study or club.



French Paneling

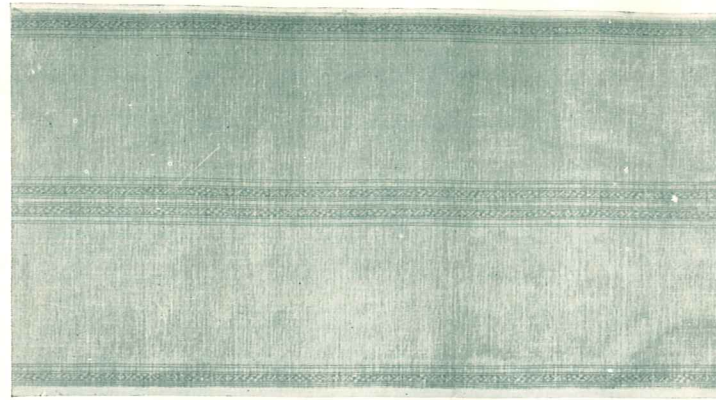
The use of antique gold beading with appropriate stiling suggests a most pleasing treatment for the tapestries and other San-kro-mura Patterns.



No. 850

40" by 80"

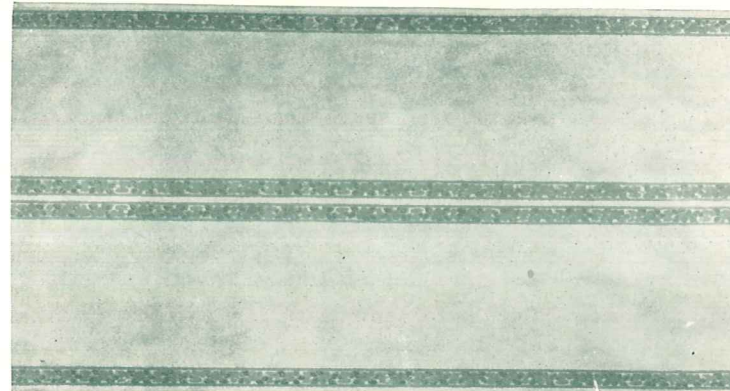
This pattern is very effective when French paneled, but may be carried to full length of wall and up stairway.



No. 2093

40" by 80"

Band and Stiling for Nos. 850, 814 and No. 860 Chinese Embroidery

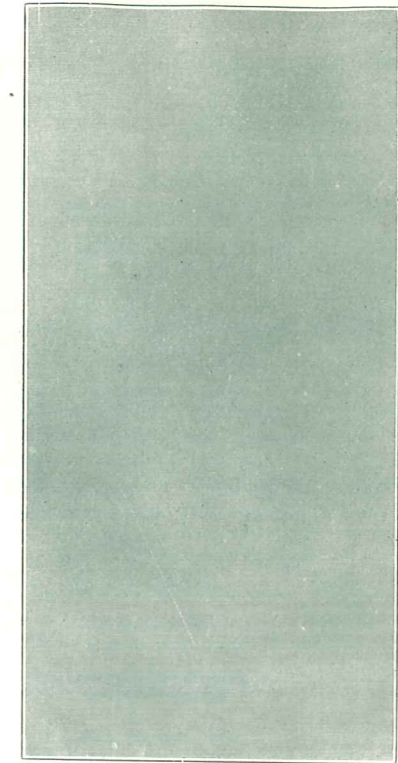


No. 20

40" by 80"

Band and Stiling for No. 813 and No. 815 old ivory stipple and grass cloth

These numbers are all on old ivory ground, the only difference being in color of band.



No. 814 Grass Cloth

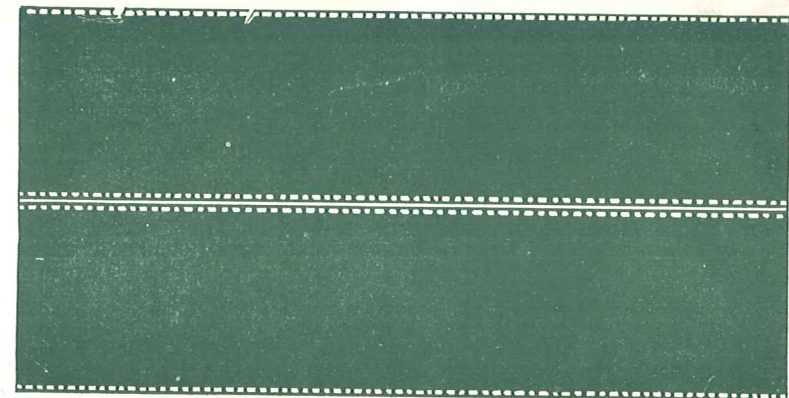
40" by 80"

Nos. 850 and 2093 are printed on this ground

May be carried to any height on wall.

French Paneling

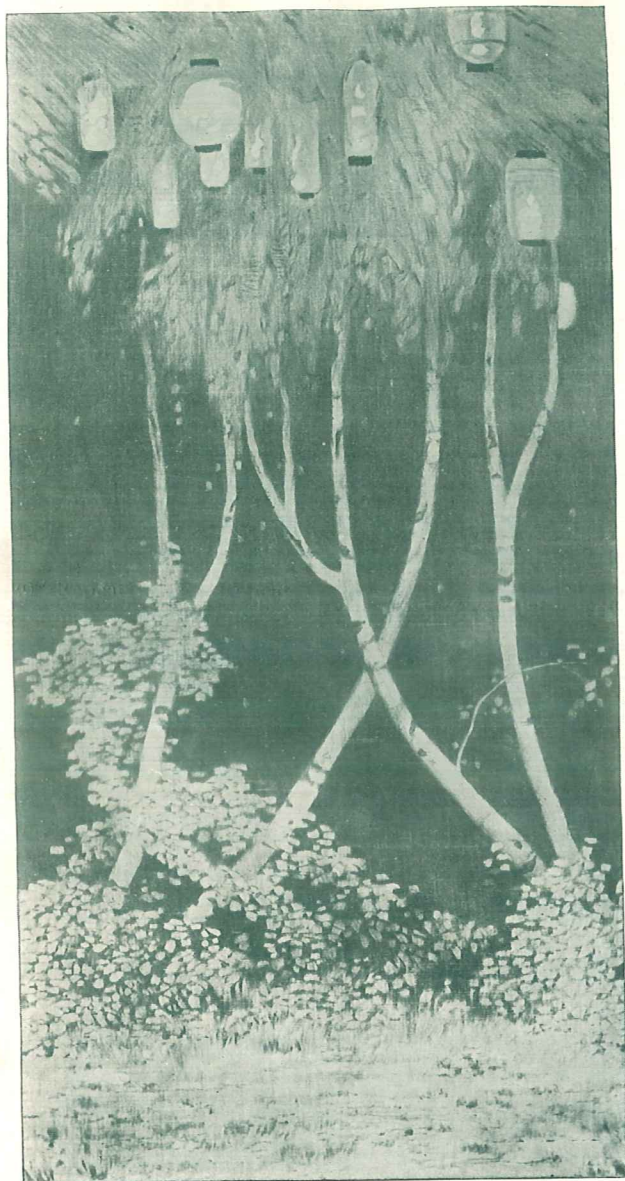
Though we advise use of narrow beading with appropriate stiling (see page eighteen), the decorator will find the bands and stiling shown on this page very satisfactory for paneling purposes.



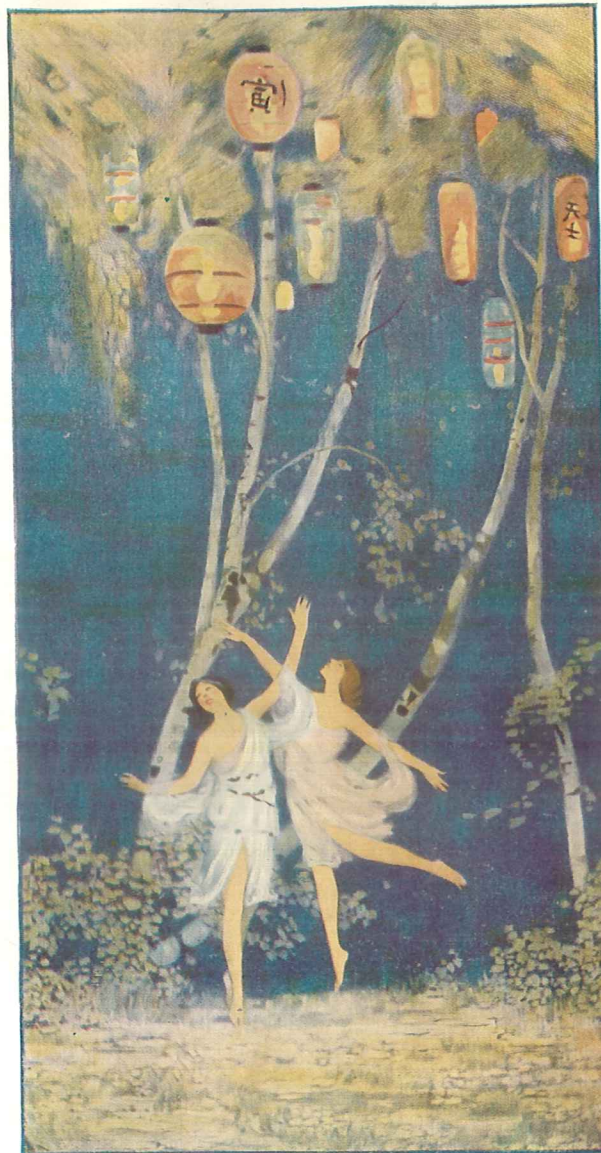
40" by 80"

Band and Stiling for No. 808010 Chinese Embroidery

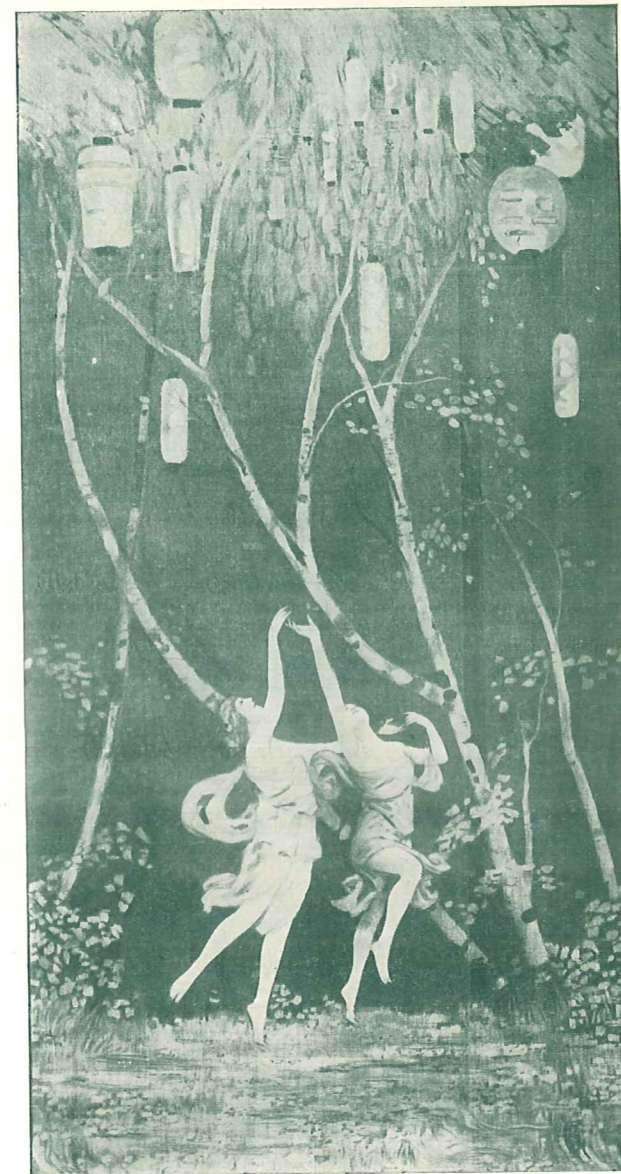
"Dance of the Nymphs"



C



A



B

For the myriad lovers of Maxfield Parish blues, the new "Dance of the Nymphs" offers a welcome relief from the general run of wall decorations. The suggested atmosphere is one of joy and contentment. The pleasing orange shades give a life that is desirable and at the same time harmonize with any possible lighting effects.

A new and distinctive set of panels to be used in such places as ball rooms, large dining rooms, lounges, lobbies, theatres, auditoriums and dance halls. This wall decoration has been designed to meet the constantly increasing demand for colorful art panels. This pattern has as a foundation rich shades of blue effectively illuminated by touches of striking orange. There are three sections to the full repeat, each section is 80" high and 40" wide, making the full repeat design 80" x 120". These panels are made to join each other. Being interchangeable, they may be hung in any rotation as a continuous decoration.

The Faun



80" x 40" Exclusive of Border

The Faun No. 8001
(Border 8051)

The Forest



60" High

No. 601

80" Repeat

The illustration shows one of the two sheets
A and B, each 60" high, 40" wide, which make
the repeat

The Nymph and the Faun

These companion panels, an interesting decorative feature for the
music room or billiard room, are also splendidly adapted for more
public places such as club room, hotel and theater lobby, store
and cafe

The Nymph



80" x 40" Exclusive of Border

The Nymph No. 8002
(Border 8051)

Playtime



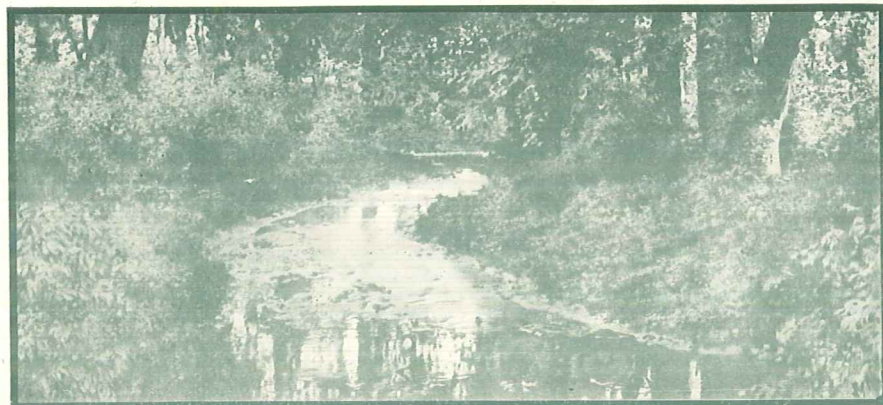
20" High

No. 2050

120" Repeat

Two sheets, A and B, each 20" by 60"

The Brook

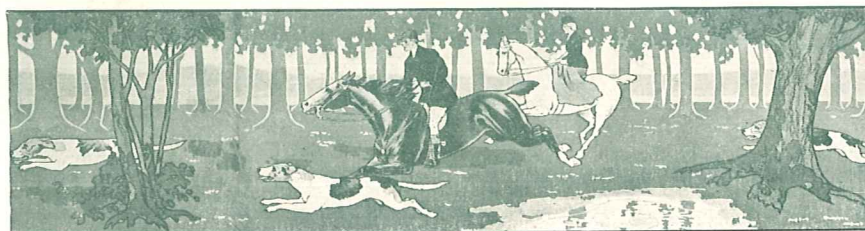


28" High, 120" Repeat

Two Sheets, A and B

No. 2810 Brown No. 2811 Green No. 2812 Grey No. 2813 Blue

The Chase



20" High

360" Repeat

A, B, C and D are pictorial—E and Z extension sheets

No. 2011

No. 2011 Extension

Roll of one each, A, B, C, D, E and Z

Roll of three each, E and Z

Circus in Town



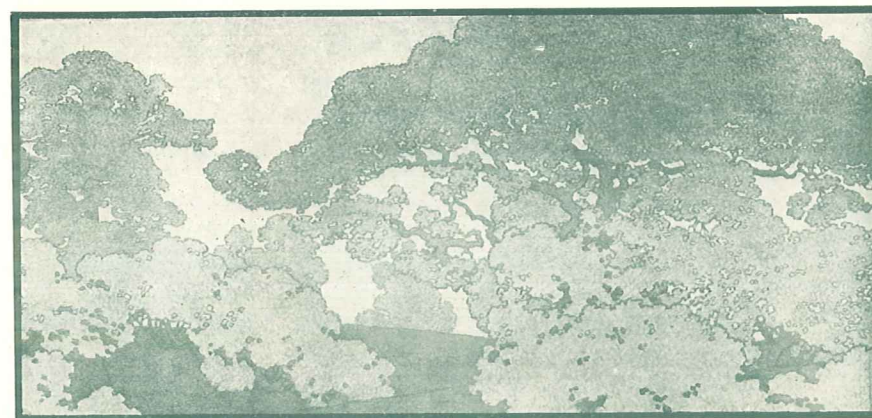
20" High

No. 2063

360" Repeat

Six sheets, A, B, C, D, E and F, each 20" by 60"

Hill Top

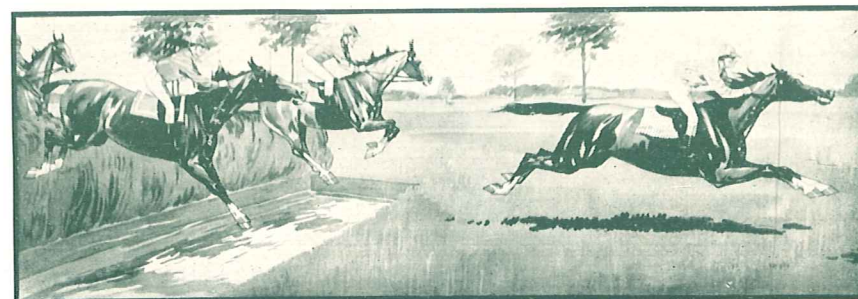


28" High

60" Repeat

No. 2830 Brown No. 2831 Green No. 2832 Grey No. 2833 Blue

Sporting Panels



No. 2019

A series of six panels each 20" by 60"—The Aeroplane, Golfing, Duck Shooting, Motor Boating, Automobile and Steeplechase. Must be treated in panel arrangement as they do not join. Sold only by the set of six.



40" High

No. 423

60" Repeat

One sheet, 40" by 60"

The graceful sweep of autumn leaves repeats itself in rhythmic sequence on the wall.

Bacchus



41" High

Roll of one each,
A, B, C, D, E and Z
No. 142

Six sheets, A, B, C, D, E and Z, each 41" by 60". A, B, C, D are the pictorial, E and Z the scenic extension sections
An allegorical subject appropriate for large dining room, cafe or club.

360" Repeat

Roll of three each,
E and Z
No. 421 Ex.

Hollyhocks



No. 1002 Upper

No. 1002 Floral

The Hollyhocks should be applied onto the upper section to obtain best results.

"Wistaria"



A



B



Ext.

An exquisite wall decoration, carrying the much sought after Amethyst shades, of which any hostess may be proud. Consists of two sections, each 40 inches wide by 80 inches high, and a plain extension that can be used at top or sides.

80" High

No. 8060 Ivory

No. 8061 Grey

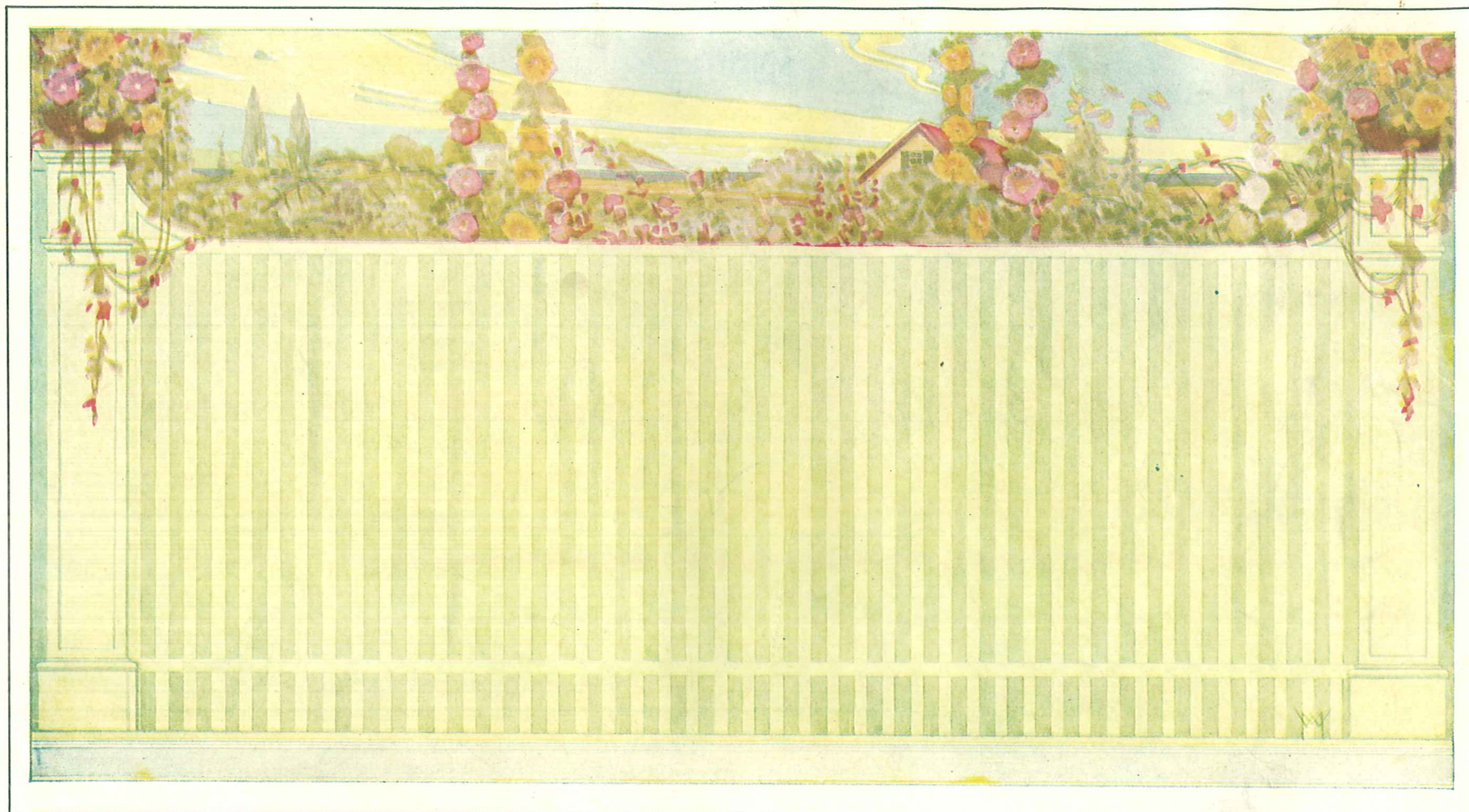
120" Repeat

No. 8062 Brown

Three sheets, A, B and Ext., each 80" high, 40" wide

This wall decoration is distinctly different from the ordinary treatment and has the popular amethyst colorings.

The Cottage Garden

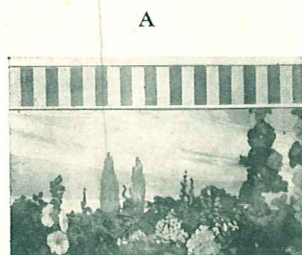


No. 1003 Green

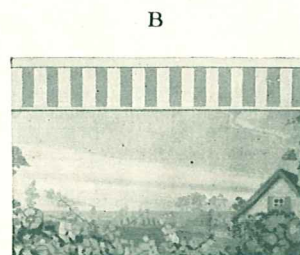
No. 10031 Grey and Dove

Impossible though it is to do justice to a subject like The Cottage Garden in print, the illustration will nevertheless instantly appeal as a most happy conception. Of the many places where this unique decorative scheme would find an appropriate setting, the sun room seems to come first to mind. Crowns and pilasters to be applied after frieze and lower fill are hung. Frieze may be hung A, B, C on one wall, C, A, B on another, and B, C, A on the third, thus varying the composition.

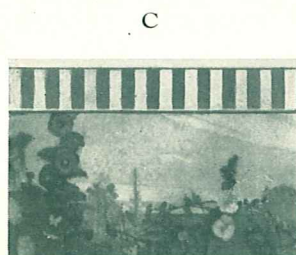
One sheet each of A, B, C, D and E, and five sheets of F, are required to complete design as shown in cut which represents wall space 8' 3" high by 18' long.



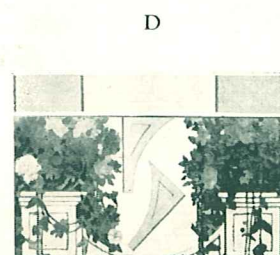
40" by 60"



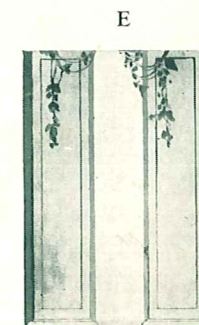
40" by 60"



40" by 60"



40" by 60"



40" by 60"



40" by 60"

The Nursery

To make this room interesting and attractive is one of the chief duties and pleasures of a mother. The material shown on some of the following pages admits of an almost endless number of combinations and arrangements for decorating the indoor "playground."

The *Lower Wall* of the *Nursery*, within reach of the dear dirty little fingers, should be of some sanitary, washable material. San-kro-mura not only answers this practical consideration but affords opportunity for interesting decorative treatment. Several of the tile or mosaic numbers are splendid for this purpose.

We are pleased at any time to send samples and suggestions for your consideration.



Mother Goose



20" High

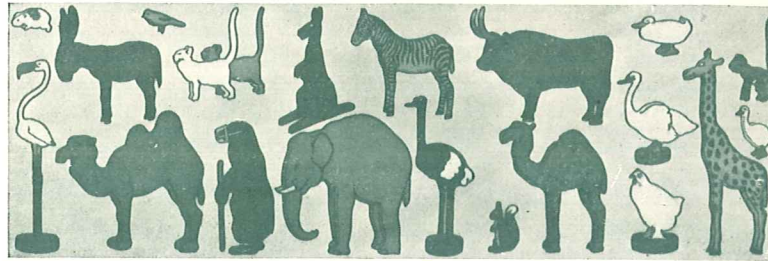
360" Repeat

No. 2026 Black on Ivory Ground

No. 2027 Blue on Ivory Ground

Six sheets to the set. Sold in complete sets only.

Jungle Cut-Outs



No. 2061

Two sheets, A and B, each 20" by 60"
Figures to be cut out and applied on the wall

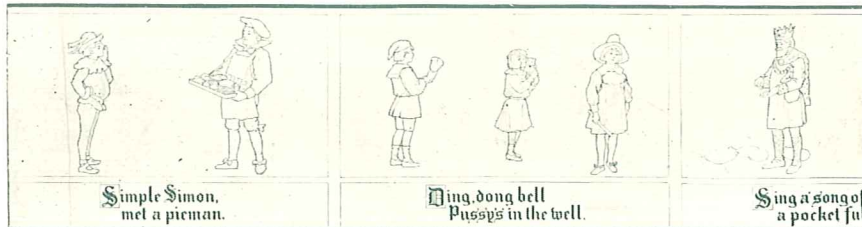
Kindergarten Cut-Outs



No. 2060

Two sheets, A and B, each 20" by 60"
Figures to be cut out. With a little ingenuity some very interesting arrangements
may be worked out.

Nursery Rhymes



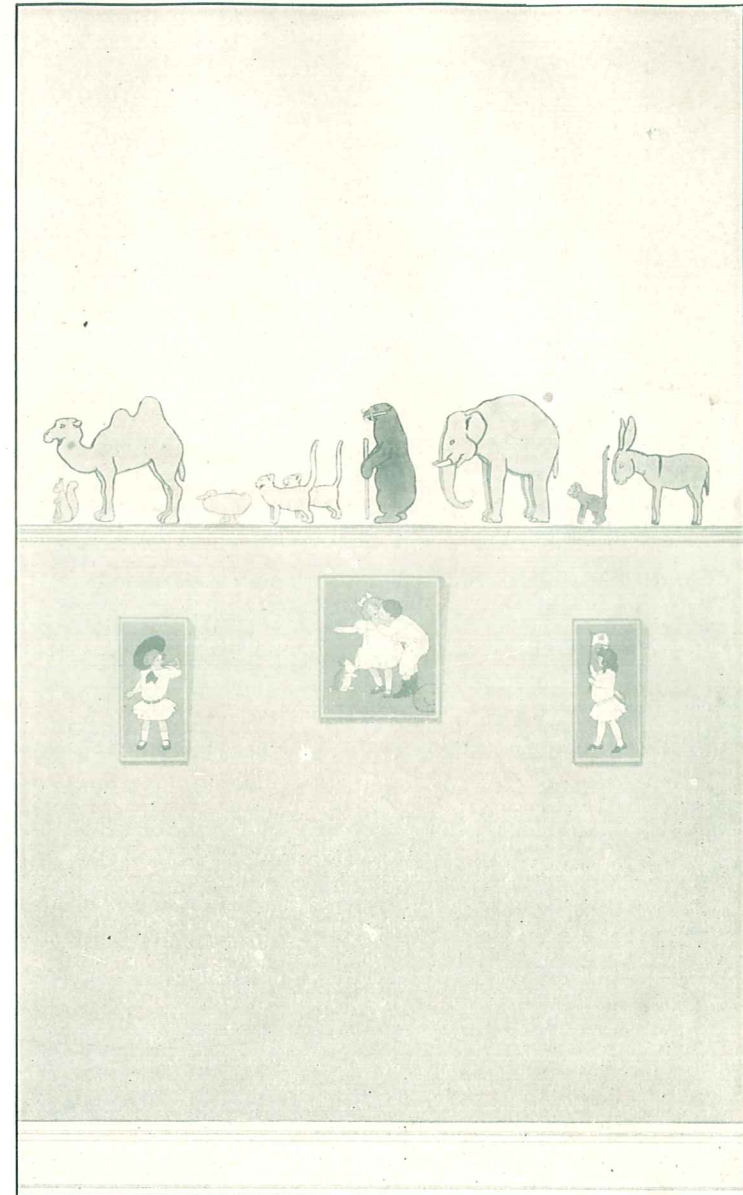
20" High

No. 2025

360" Repeat

Twelve panels, 20" by 30"

The familiar Mother Goose rhymes of childhood, attractively colored
on grey ground. Sold only by the set.



The Blossom Time



This design is beautiful and effective and at the same time conservative.



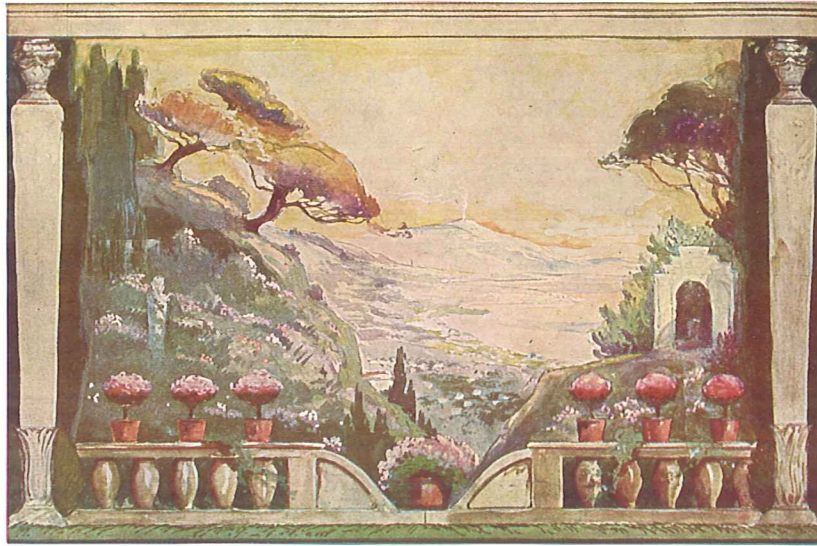
80" High

No. 8066

40" Wide

Top extension to match

Italian Gardens



40" High

No. 424

360" Repeat

Six sheets, A, B, C, D, E and F, each 40" by 60"

It would be difficult to find a more fascinating subject for mural decoration. Each section shows one of the beautiful Italian gardens in and about Rome.

Le Matin



40" High

No. 426

120" Repeat

Two sheets, A and B, each 40" by 60"

A remarkable sunrise effect, exquisite in color and design.

Die Niederlaender



40" High

Two sheets, A and B, each 40" by 60"

120" Repeat

Only the original will convey an adequate idea of the value of this number for the upper wall of dining room, cafe or club. In three colorings.

No. 410 Natural; No. 411 Blue; No. 412 Tan

Le Soir



40" High

No. 425

120" Repeat

Two sheets, A and B, each 40" by 60"

Like the Niederlaender, Le Soir is in the fascinating style of Corot, the celebrated French painter.

An Appreciation and A Prophecy

A table of the type of men whose influence has been most widely felt in the past 50 years would read as follows:

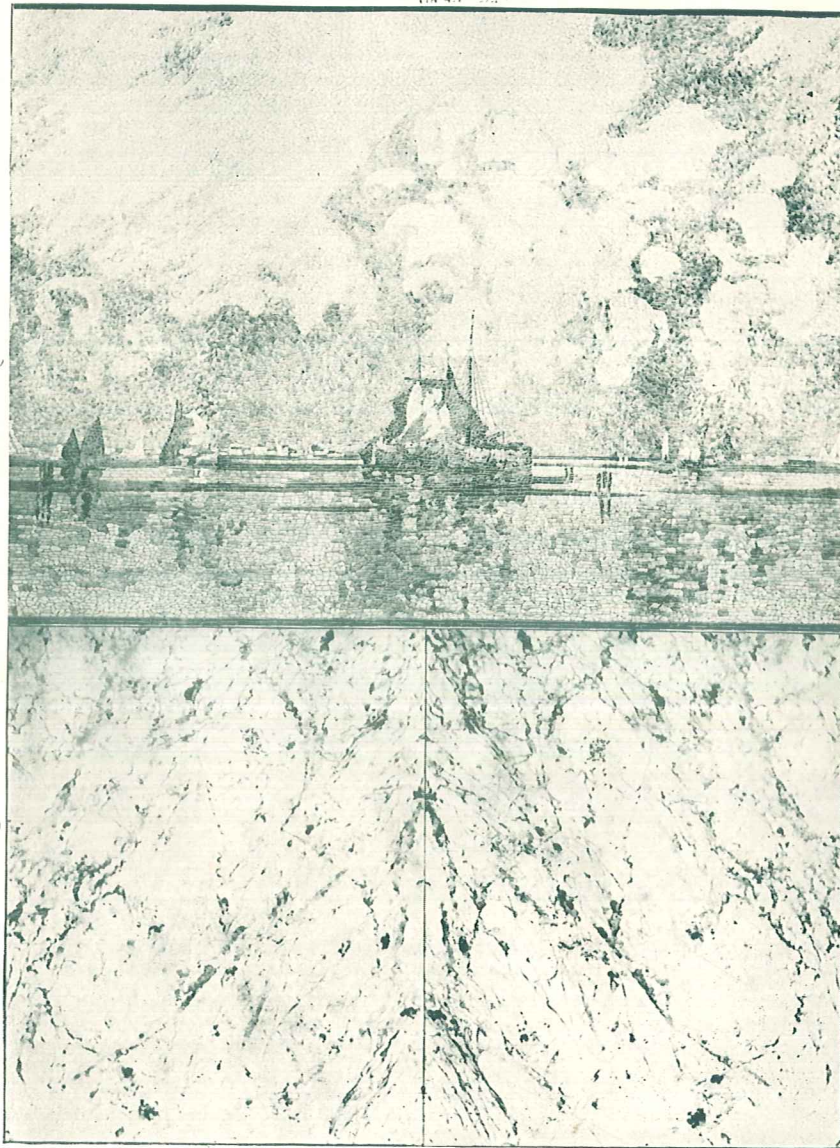
1880-1890—The Inventor
1890-1900—The Engineer
1900-1910—The Salesman
1910-1920—The Advertising Writer
1920-1930—The Artist

That the Artist has come into his own is evidenced by the widely accepted use of color and decoration in the office and the home. The Schmitz-Horning Company over a period of 23 years has striven toward the goal of Beauty—to put Art into everyday living.

The Schmitz-Horning Company patterns, mirroring as they do, this desire to capture the more lovely things of life and permanently display them are the result of those years of effort and experience.

We wish to take this opportunity to thank our many friends without whose co-operation, our efforts would be futile. It is also our belief that the coming years and forthcoming Scenic patterns will provide an even more profitable co-operation; for while our business experiences move in cycles, it is not reasonable to suppose that a consumer demand educated to the standard of art and beauty in everyday living will ever be content with less.

Pearl Harbor



No. 6010

Two sheets, A and B, each 60" by 40"

With the picturesque pearl fisheries of the Orient as a theme, the beautiful art of mosaic is work here used as a medium in the rendering of this enchanting composition. The opalescent coloring, the charm of design and treatment, will be appreciated only when Pearl Harbor is seen in its proper setting on the wall above a dado of tile, marble or white enamel.

Ten sheets to the roll



No. 1025

Thirty-five feet, five-inch band on each sheet

The Bathroom

Though this is the smallest, it is by no means the least important room in the house.

When building according to one's most cherished plans, with "the roof the only limit" to the possibilities of the house, the question of the treatment of the bathroom walls offers little difficulty — indeed this question was most satisfactorily answered long ago by the Romans, the Egyptians and the Moors by the employment of the high dado or entire wall of tile.

Unfortunately for most of us, limited means means limited plans, and so very often this beautiful and altogether desirable tile work stops far short of the ceiling and the upper portion of the wall demands further consideration.

This, however, in view of the happy solution offered by the accompanying illustrations, no longer presents a discouraging problem, but rather a prospect distinctly pleasing.

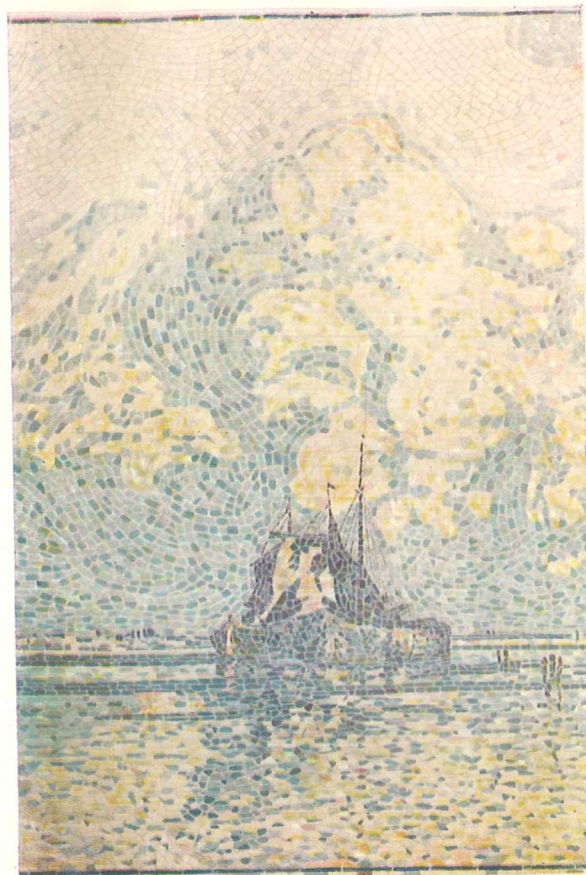
The Blue and White of the "Heron," "Venetian Waters," "Swan," "Wave" and "Windmill," or the iridescent mother-of-pearl tints and rich mosaic treatment of "Pearl Harbor," above a white dado of tile, cement or woodwork, not only gives that impression of immaculateness so dear to the heart of the good housekeeper but adds a touch of appropriate pictorial interest to the wall.



No. 1020

Thirty-five feet, five-inch band on each sheet

Pearl Harbor



(Section A)

No. 6010

Two sheets, A and B, each 60" by 40"



(Section B)

Not only does this pattern meet the prevailing demand for the ancient ship design but it also reproduces a mosaic in soft pastel colorings which lends itself to a number of different uses such as bathrooms, kitchens and breakfast rooms.

The Iris



(Section A)

No. 6012

Two sheets, A and B, each 60" by 40"

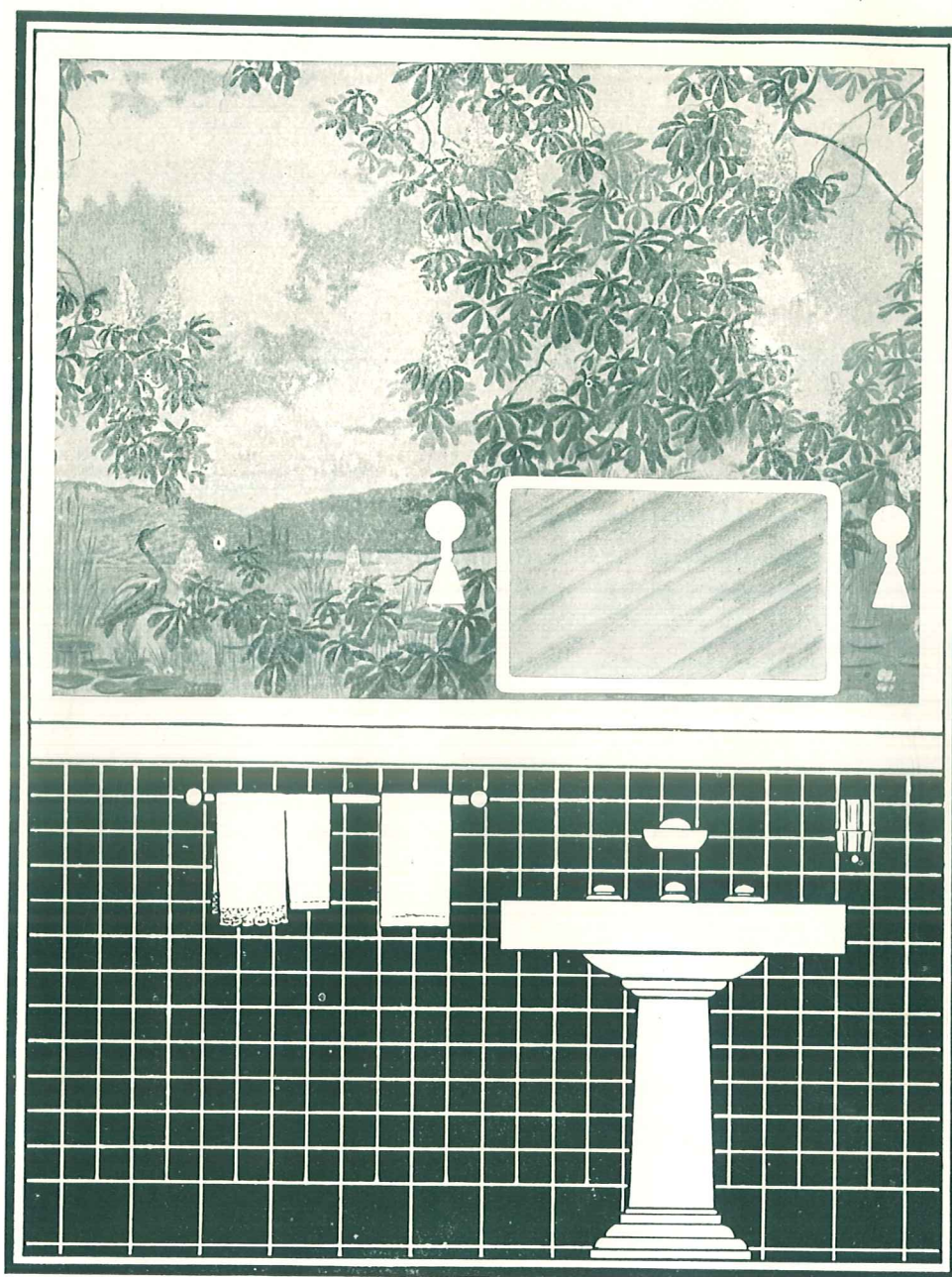


(Section B)

This pattern is a new and entirely different idea as it brings out the amethyst shades so much desired in an unusual bathroom or breakfast room.

The Heron

Venetian Waters



60" High

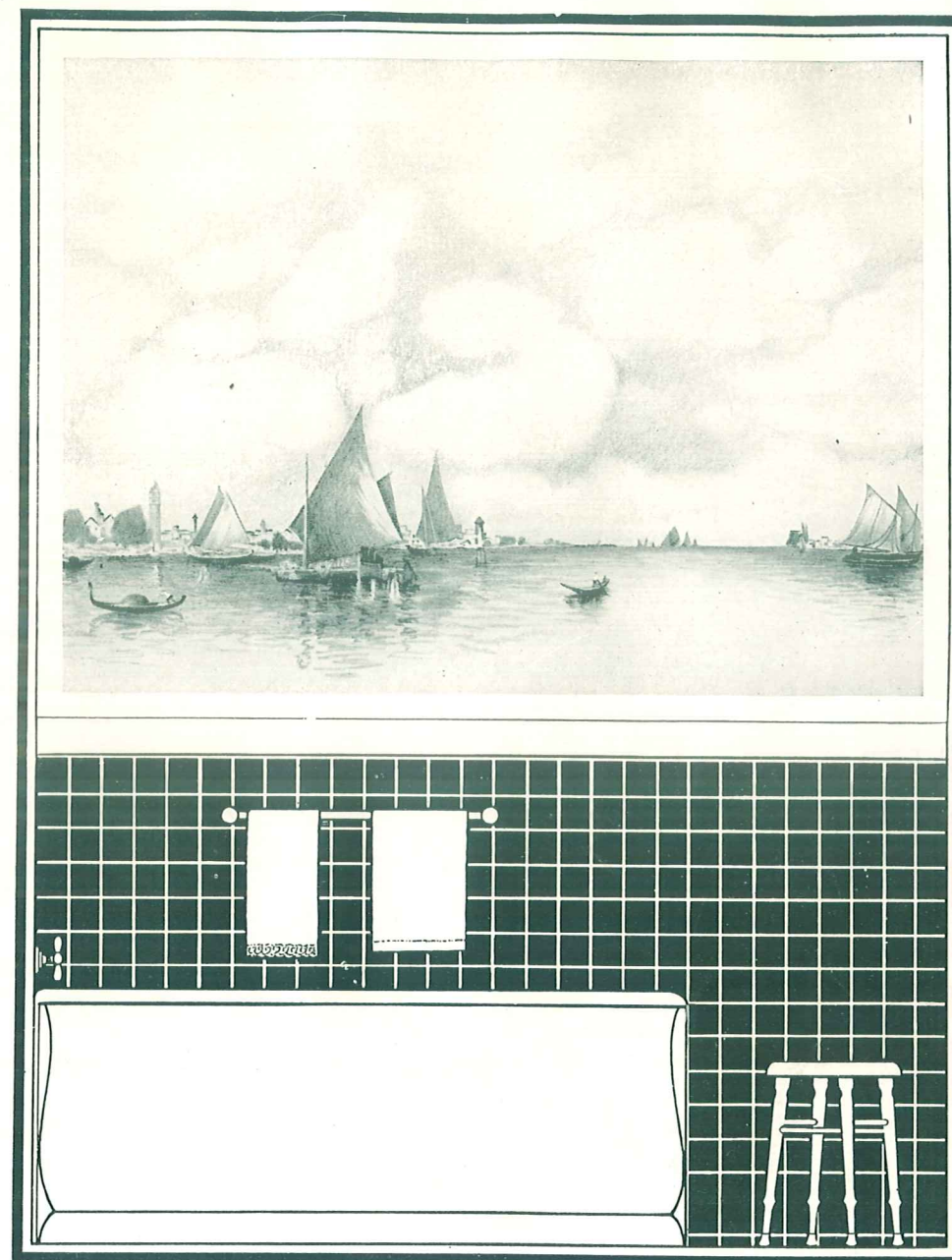
80" Repeat

Two sheets, A and B, each 60" by 40"

No. 608 Blue

No. 608 Green

No. 608 Grey



60" High

80" Repeat

Two sheets, A and B, each 60" by 40"

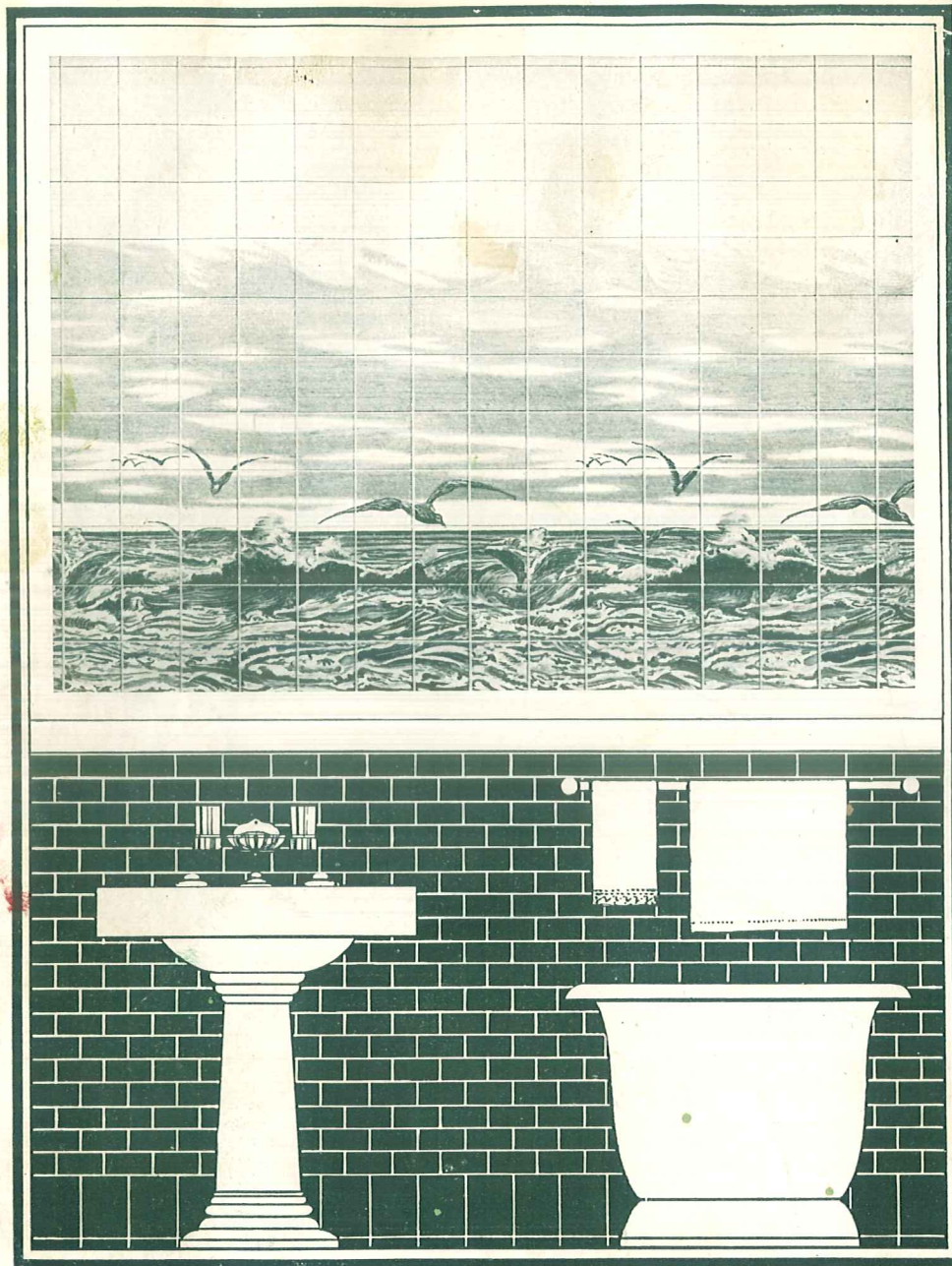
No. 609 Natural

No. 609 Blue

Ten sheets to the roll

The Sea Gull

The Wind Mill



60" High

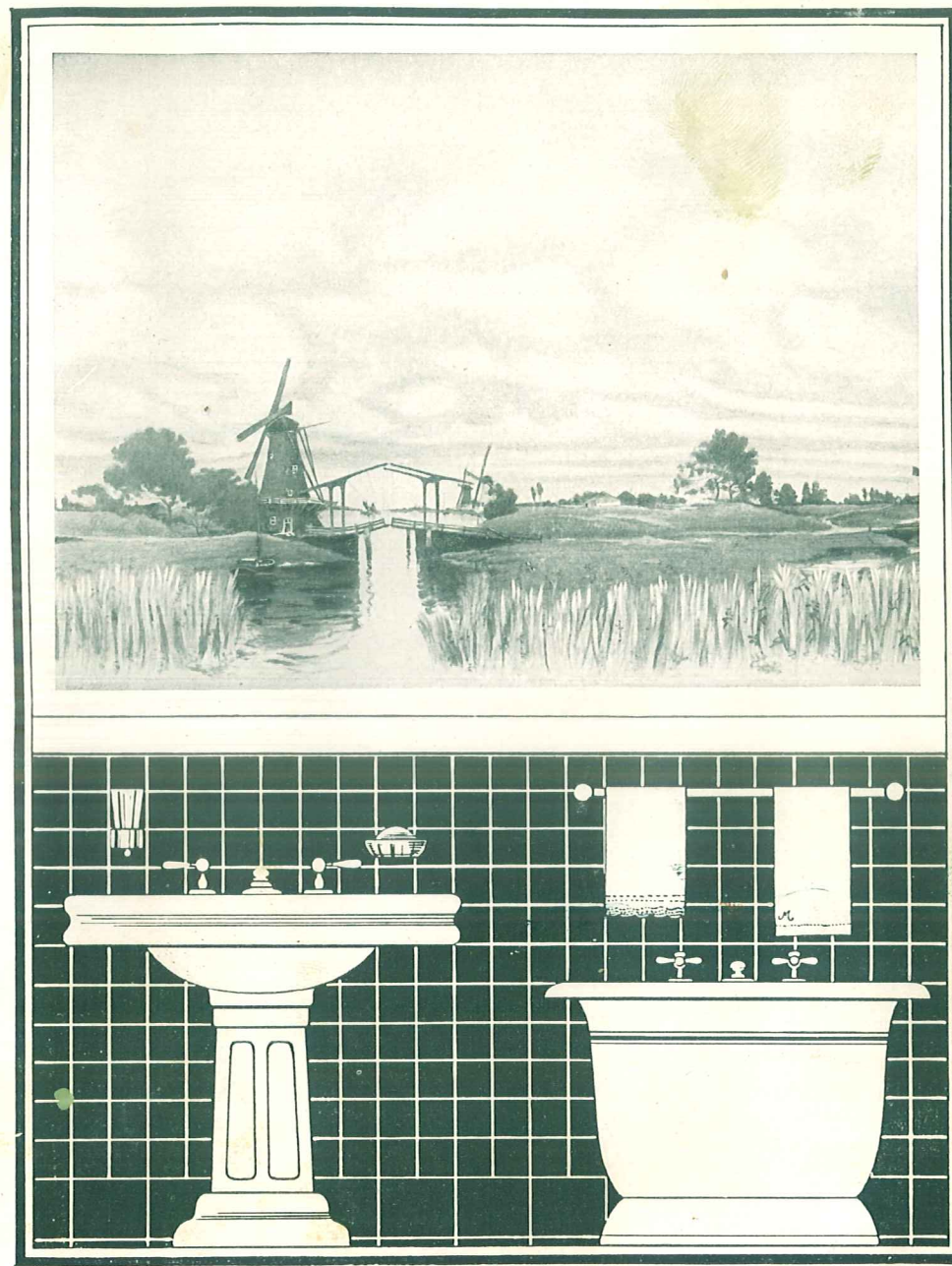
No. 603 Natural

40" Repeat

Two sheets, A and B, each 60" by 20"
Twenty sheets to the roll

No. 604 Blue

One sheet 60" high, 40" wide
Ten sheets to the roll



60" High

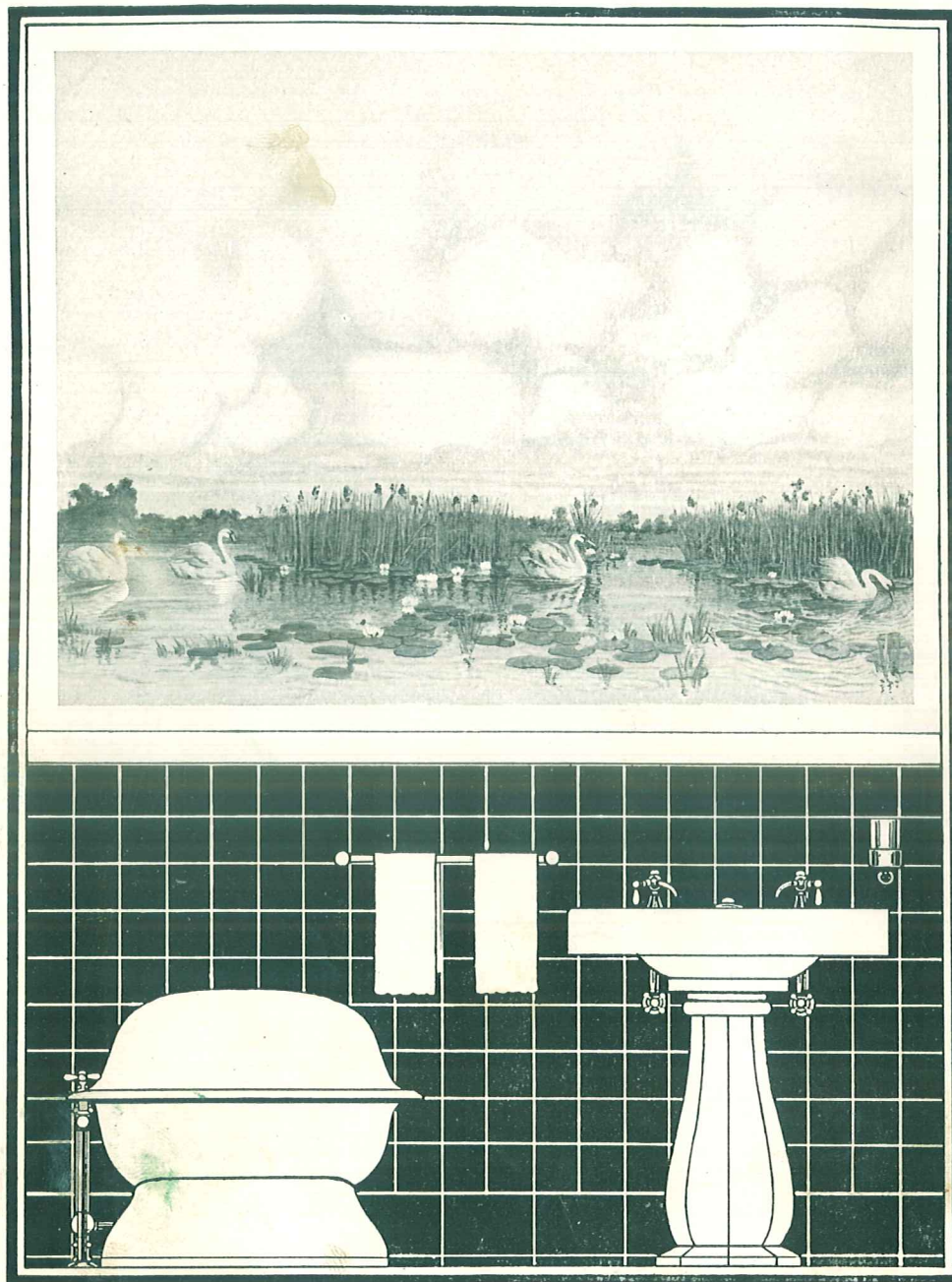
No. 605

80" Repeat

Two sheets, A and B, each 60" by 40"

Ten sheets to the roll

The Swan



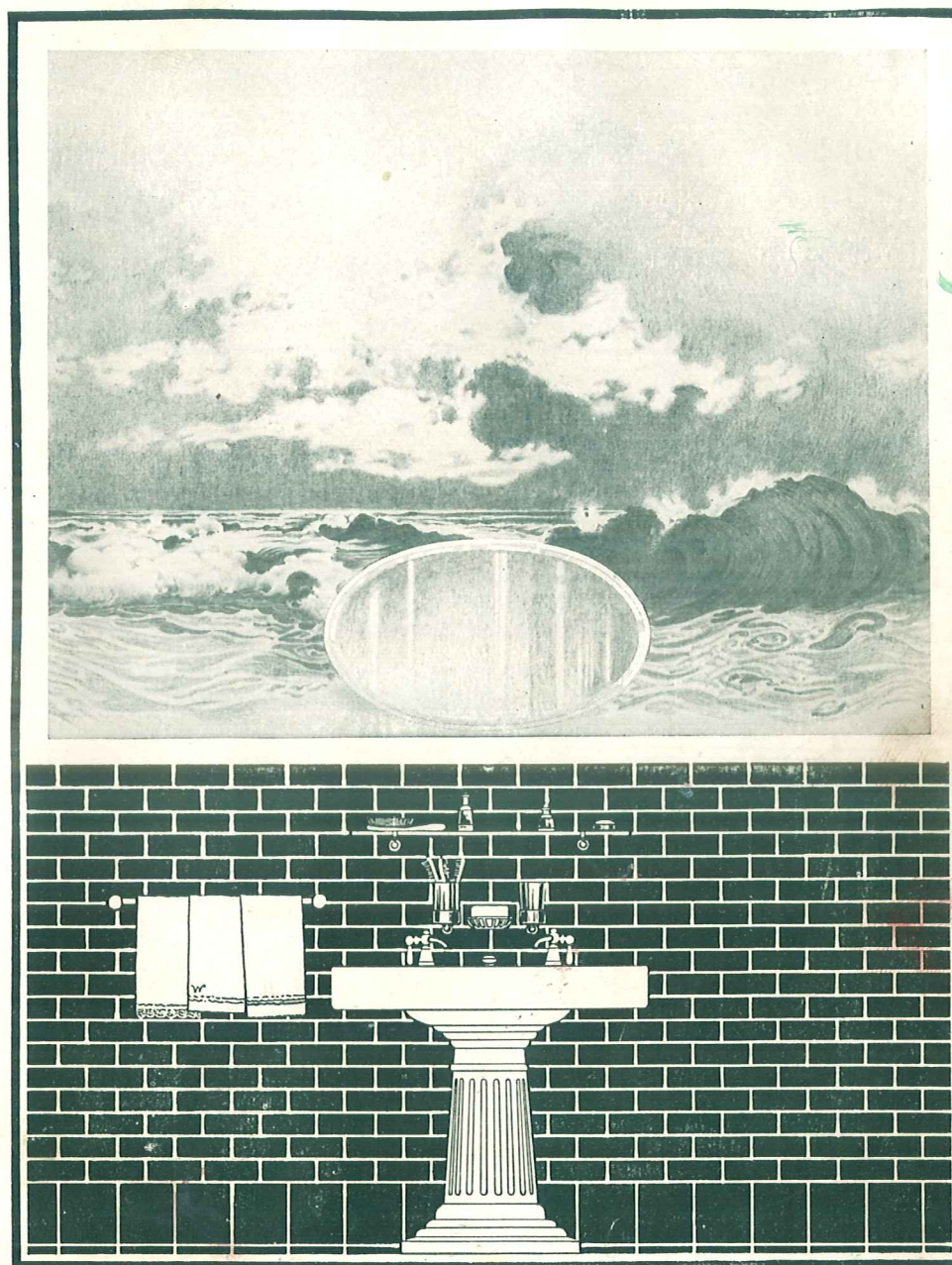
60" High

No. 606

80" Repeat

Two sheets, A and B, each 60" by 40"

The Wave



60" High

No. 607 Blue

80" Repeat

Two sheets, A and B, each 60" by 40"

No. 607 Grey

Ten sheets to the roll

Old Neptune



20" High

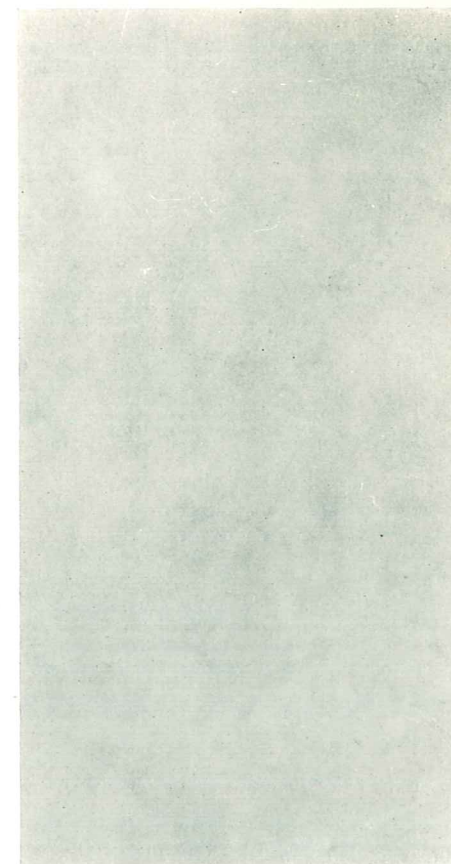
No. 2062

120" Repeat

Two sheets, A and B, each 20" high by 60" long

Designed for use over high dado, or with No. 6004 or 6041 as a fill, over dado of ordinary height. Six sheets to the roll.

Bathroom Ceiling



40" by 80"

No. 4081

No. 4081

Bathroom Ceiling

This blue clouded effect harmonizes perfectly with any of our bathroom decorations. Made also in plain ivory white No. 4080.

The Galleon

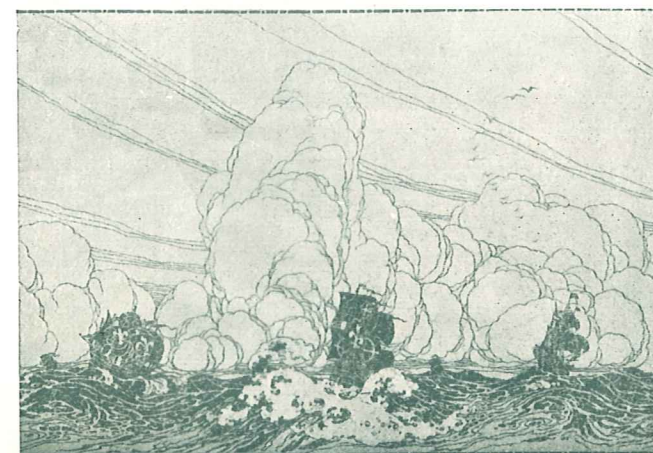


No. 6011

Two panels, A and B, each 60" by 40"

This is in mosaic treatment in mother-of-pearl coloring

The Caravel

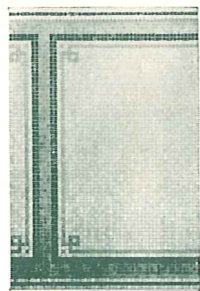
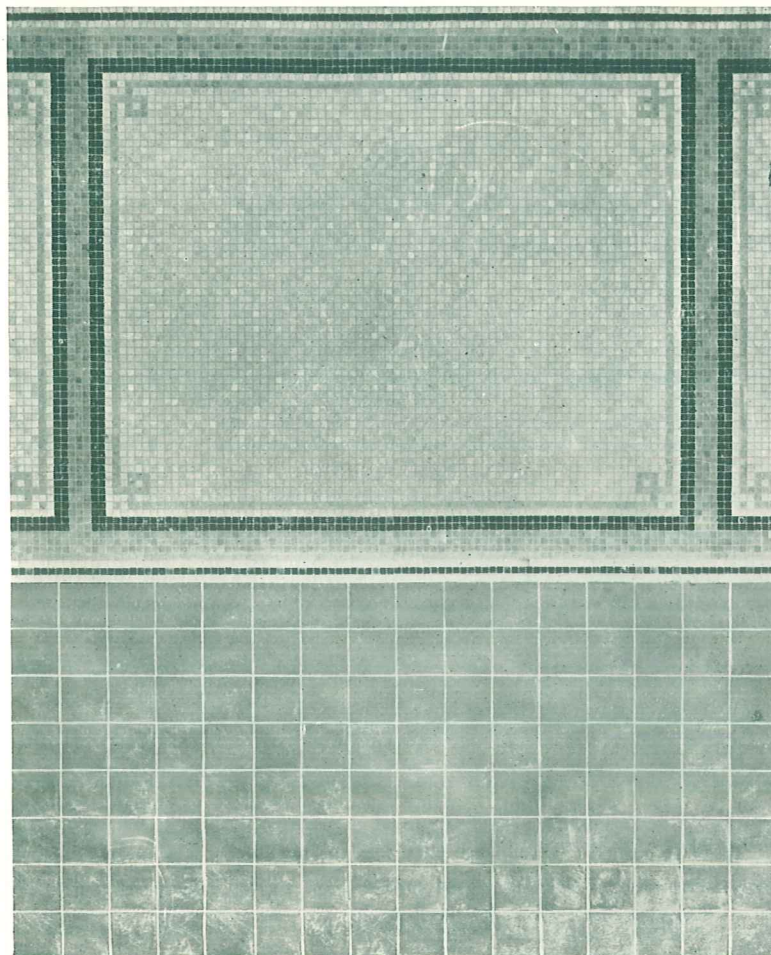


40" High

No. 4062

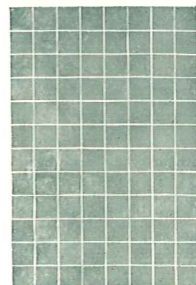
60" Repeat

One sheet 40" by 60" repeating itself. In blue and old ivory. Ten sheets to the roll.



40" by 60"

No. 6007 Variegated
No. 6008 Blue



40" by 60"

No. 6075 Grey
No. 6076 Brown
No. 6077 Green

San-kro-mura Art Tiles and Mosaics

Among the finest art treasures that have come down to us from past ages is the wonderful tile and mosaic work with which the Persians and Egyptians enriched the walls of tomb and temple; and later, the Italians, the interiors of church and palace.

Today there is a marked revival of this ancient and beautiful art manifest on the wall of many of our finest buildings, public and private.

In combination with enduring granite and marble, this work is eminently suited for achievement of the highest character in mural decoration.

Though beauty and decorative fitness must always be the chief aim in the designing or selection of a wall decoration, the cost of production in this, as in other things, must remain an important and, unfortunately, sometimes a deciding factor.

Here San-kro-mura Art Tiles and Mosaics find their justification—their excuse for being.

As rich in color and design, as convincing in the apparent quality of the material itself, there is yet a decided advantage in the use of this, as of all San-kro-mura material, in that the decorative scheme and the character of the room may be completely changed whenever desirable, which is obviously out of the question when real tile or mosaic work is employed.

Again, San-kro-mura may be successfully used in combination with the real material. Nothing could be more convincing than one of the mosaic designs illustrated, on the wall above a dado of genuine tile or marble.

Only the necessarily high cost of work and material prevents the more general use of real tile and mosaic work in vestibule, bath and kitchen; in store, office and theater, and here again San-kro-mura—beautiful, practical, sanitary—unhesitatingly asserts its claim to recognition.

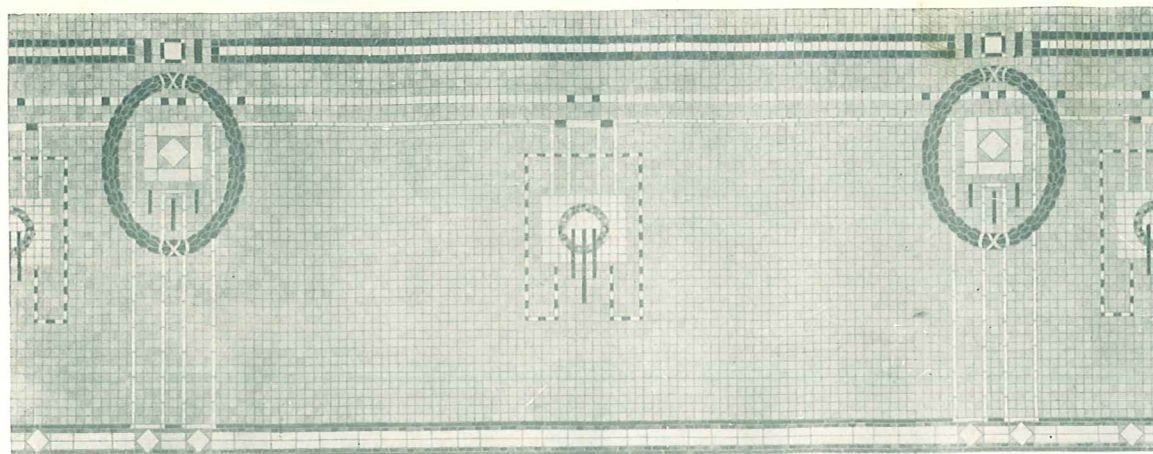
No. 6007

This mosaic panel design, a rich and effective wall treatment, is simple and practical in application. Complete on one sheet, there is no preliminary measuring, laying out, squaring up, or mitering of corners required. Given a straight line along which to work, the placing of the panels, readily adjustable to any size, is a simple paperhanging proposition.

No. 6075-6076-6077

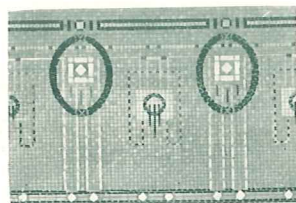
This five-inch tile, shown as a dado, may be successfully employed in combination with many of the other numbers in this book. As a lower wall with 6006, 415, 416 or 615 as the upper third or almost any one of the scenic or pictorial numbers as a frieze or paneled by means of 615, 8051, or 6007, makes possible an endless number of arrangements, each of a distinct individuality suited to the particular interior to be decorated.

Wreath Ornament



This classic design, so well suited to the mosaic treatment, is splendidly adapted for vestibule, bath and kitchen or the more public—store, office, cafe or hotel. A straight cut anywhere through the mortar line allowing the ornaments to be placed to the best advantage, the hanging of this number is simplicity itself, yet the result, above a dado of real or San-kro-mura tile or marble, is a wall of rich distinction, a room of remarkable character.

No. 6006 Wreath



40" by 60"

No. 6006 Extension

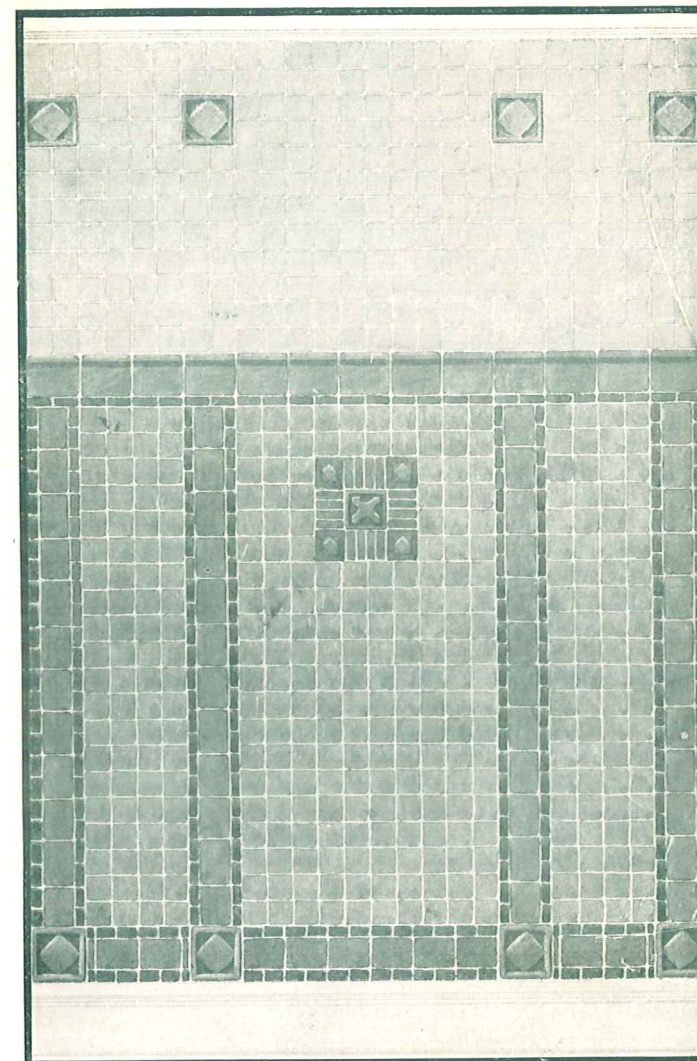


40" by 60"

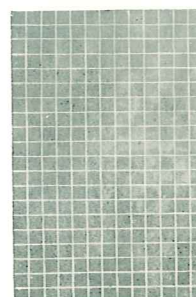
The Metropolitan

These tiles should not be confused with the common or garden variety, the familiar "varnished" tiles, of the wall paper trade. In beauty of coloring, dull glazed finish, rich character and general effect on the wall, there is a remarkable fidelity to the genuine tile work to be seen in some of the finest homes and public buildings. The Wreath Ornament, shown above, used as an upper third with the panelled dado of the Metropolitan is only one of the many possible combinations we would suggest if space permitted.

The Metropolitan



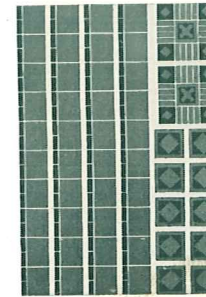
A



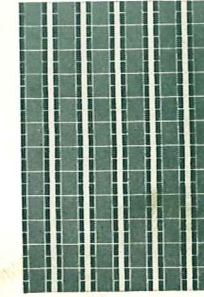
B



C-D-F

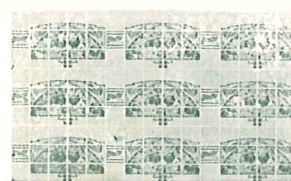


E

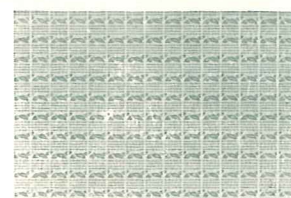


No. 1011
Sheets, 39" by 60"

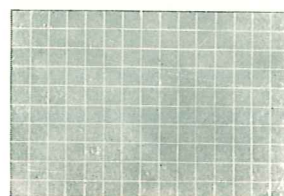
Marble and Mosaic



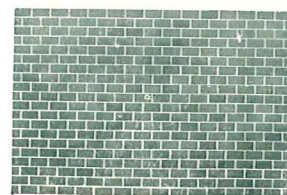
40" by 60"
No. 1015 A



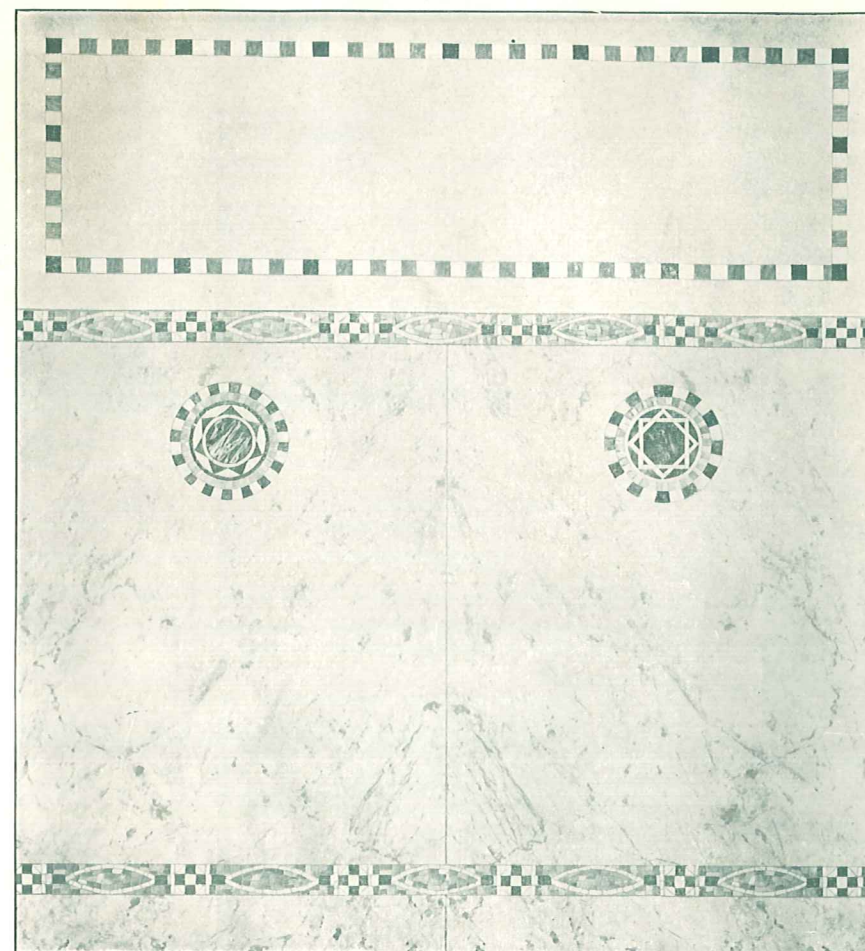
40" by 60"
No. 1015 B



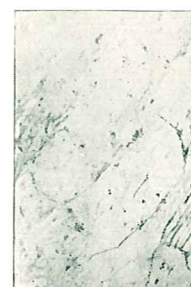
40" by 60"
No. 1006 A



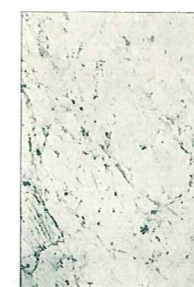
40" by 60"
No. 1006 C



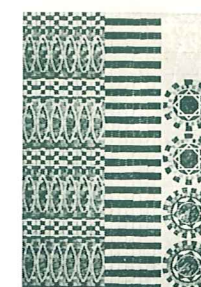
One of the many effective arrangements possible with the material shown below. The mortar line between slabs of marble should be allowed to show as when the real material is employed.



40" by 60"



40" by 60"

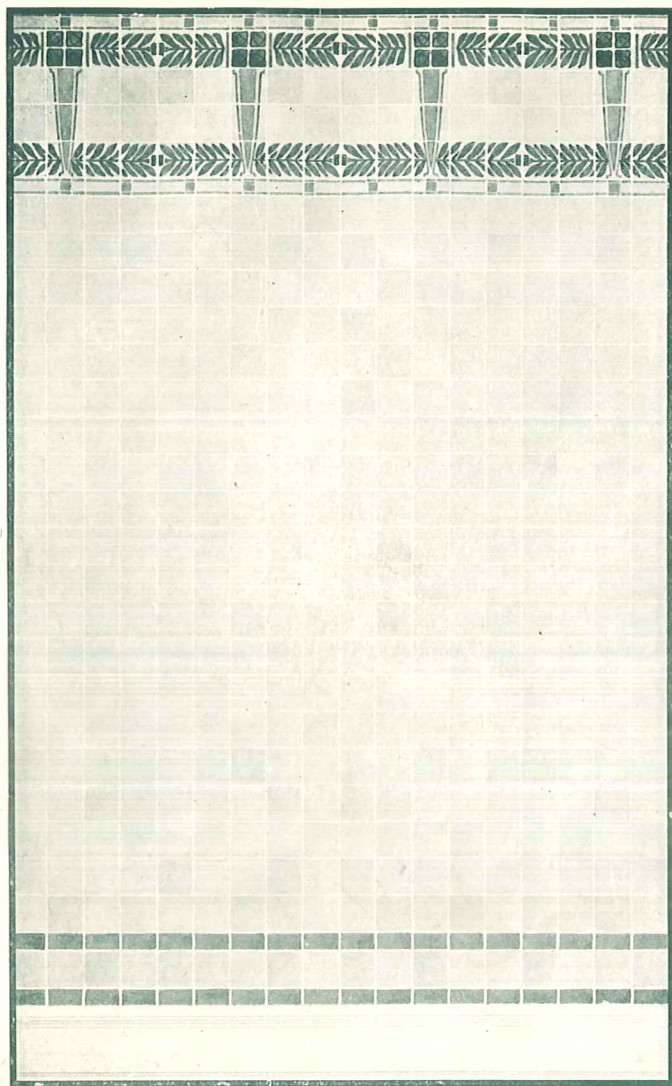


40" by 60"

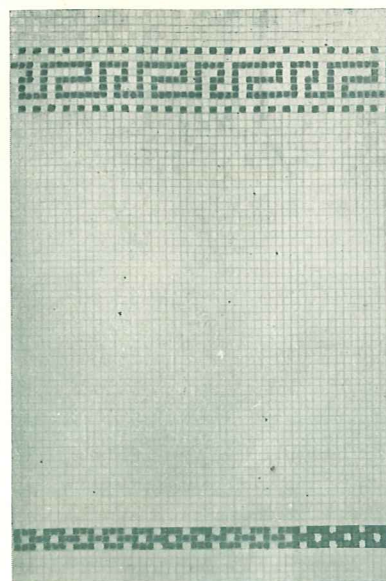
Marble No. 612

Mosaic No. 101

The Princess



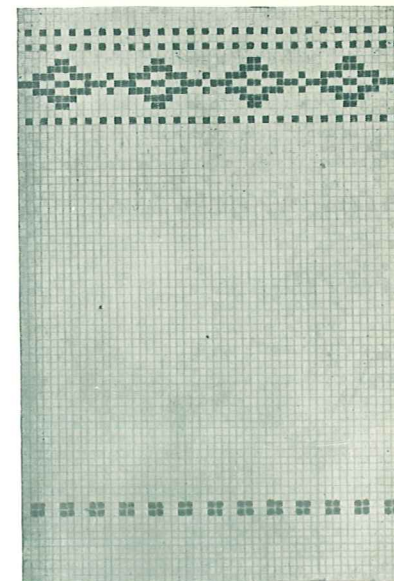
The Roman



No. 6001

40" by 60"

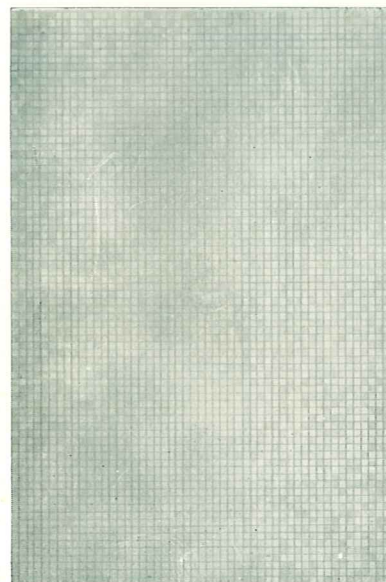
The Sparta



No. 6002

40" by 60"

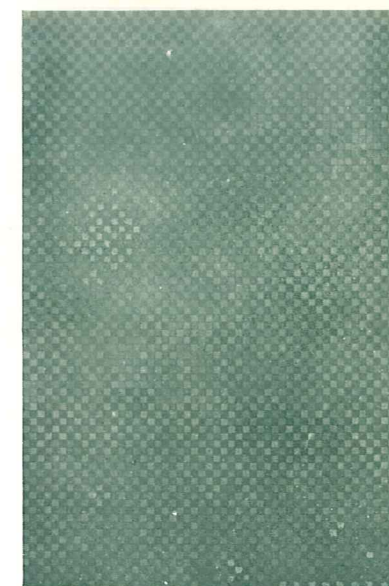
Plain Mosaic



No. 6004

40" by 60"

Checkerboard Mosaic



No. 6005

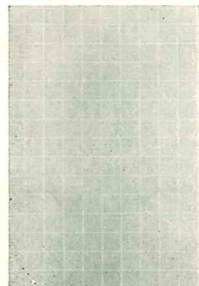
40" by 60"

The materials shown below may be treated in various ways.
The sheet C may be used as a dado, for band as in cut or
for paneling purposes.

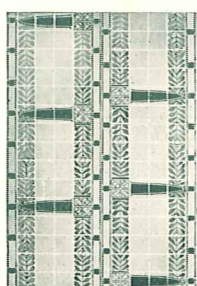
A

B

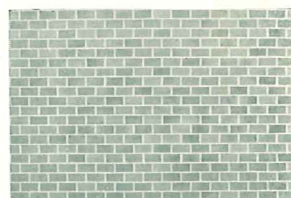
C



40" by 60"

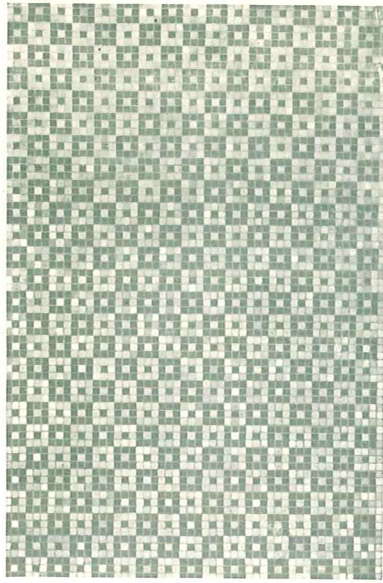


40" by 60"



40" by 60"

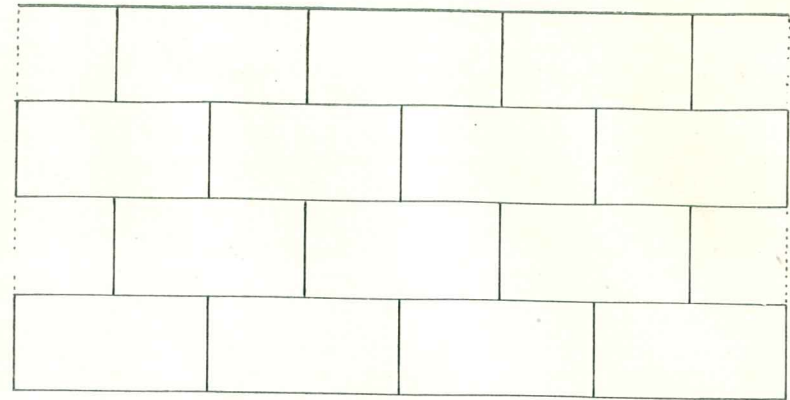
No. 1006 Variegated
No. 1007 Blue
No. 1008 Brown



No. 6014 40" by 60"



No. 6016 40" by 60"

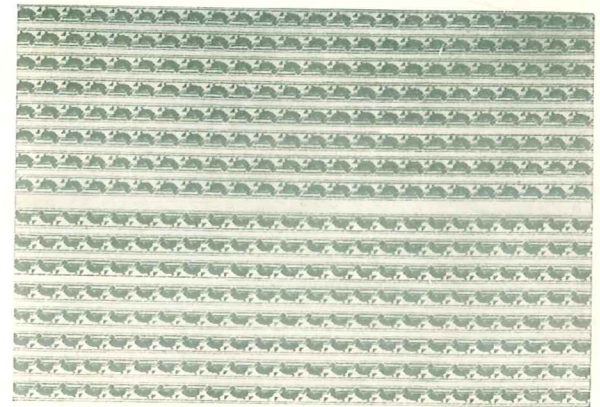


No. 890 Marble Block
No. 895 Caen Stone

40" by 80"

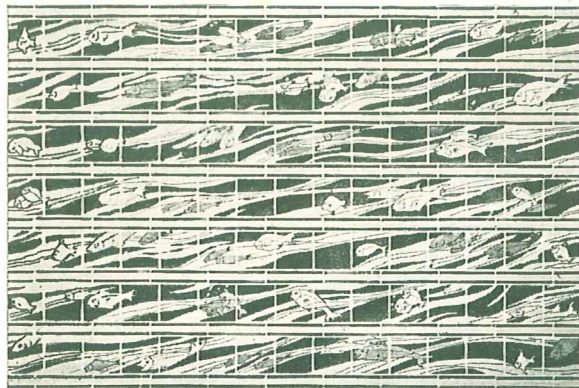
These mosaic and tile patterns are all in blue and old ivory, and may be combined in various ways on the walls of vestibule, bath and kitchen.

The narrow blue bands, Nos. 90 and 95, will be found useful for binding or paneling purposes on walls or ceiling.



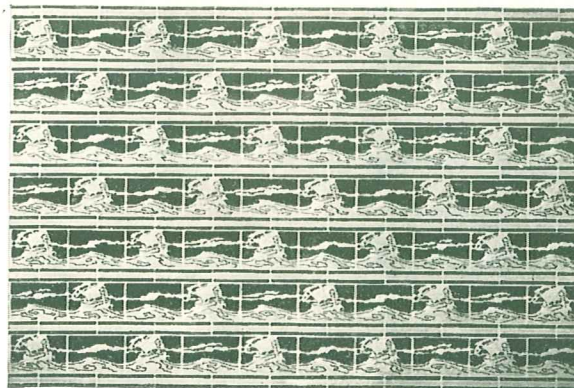
No. 95 Blue 40" by 60"
Eighty feet of 2" band on one sheet

The Fish

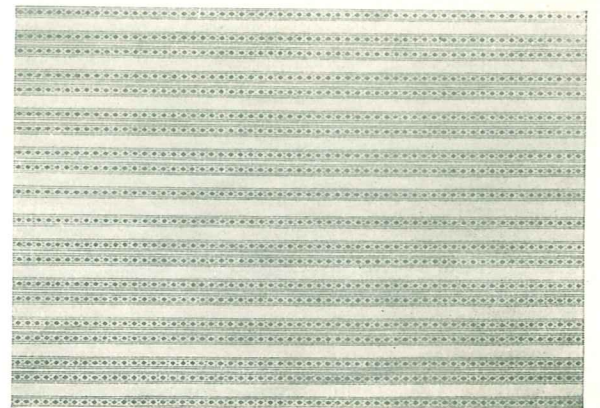


No. 1020 40" by 60"
Thirty-five feet of 5" band on each sheet

The Boat



No. 1025 40" by 60"



No. 90 Blue 40" by 60" No. 91 Brown
One hundred feet of 1 1/4" band on one sheet

Die Jagd



40" High

360" Repeat

Six sheets, A, B, C, D, E and Z, each 40" by 60". A, B, C and D are pictorial — E and Z scenic extension sheets
Most appropriate for club, hotel or billiard room. Especially effective in panel treatment.

Roll of one each, A,
B, C, D, E and Z
No. 405

Roll of three each,
E and Z
No. 405 Ex.

The Woodland



36" High

No. 367

120" Repeat

Two sheets, A and B, each 36" by 60"

Favored theme of the artist and the poet, the murmuring woodland stream flows on forever, and the eye never tires of so enchanting a subject.

The Lantern



36" High

120" Repeat

Two sheets, A and B, each 36" by 60"

The warm glow of Japanese lanterns among the deep rich tones of the foliage lends a peculiar charm to this striking decorative scheme.

No. 364 Blue

No. 365 Brown

No. 368 Gray

Practically all of the scenic or pictorial numbers shown in this book are so designed that the first sheet of a series or set matches the last sheet of the series, thus allowing the decoration to be carried continuously around the walls. It is well, however, to bear in mind that they are perhaps even more successfully treated in panel arrangement. A series of panels, spaced to suit the requirements of wall spaces and openings of a room, not only makes a most effective decorative scheme but conveys the impression of having been especially designed for that particular room.

The Sierras



36" High

No. 363

180" Repeat

Three sheets, A, B and C, each 36" by 60"
A pleasing panorama of mountain, stream and woodland.

Garden of the Gods



36" High

No. 362

180" Repeat

Three sheets, A, B and C, each 36" by 60"
From the painting from Henry G. Keller, showing the gateway of the Garden of the Gods with Pike's Peak in the distance.

October



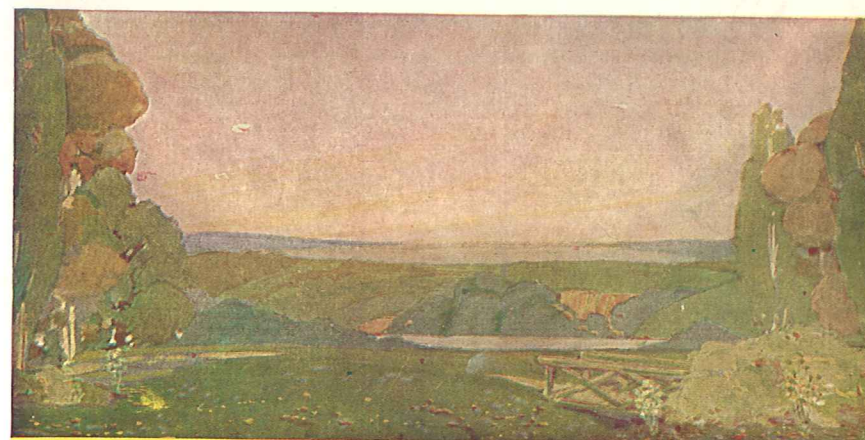
36" High

No. 361

180" Repeat

Three sheets, A, B and C, each 36" by 60"
A beautiful landscape frieze in warm autumn coloring.

The Lake



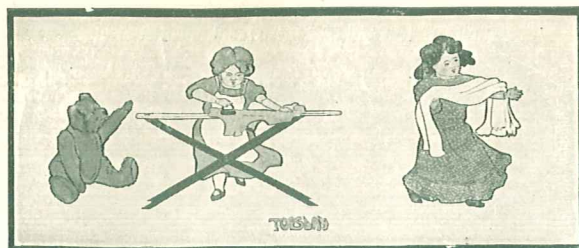
30" High

No. 309

180" Repeat

Three sheets, A, B and C, each 30" by 60"
Classic in character, decorative in treatment, but without the architectural features of the Villa Medici.

Doll Panels



Set of six panels, each 11" by 28"

Monday, washing; Tuesday, ironing; Wednesday, mending; Thursday, visiting; Friday, sweeping; Saturday, baking.

No. 35-40 Grey Ground

No. 35-40 White Ground

Topply Tilts



THEY TALK THE TALLEST TALL TILTS,
AND WALK THE WALK OF WISDOM'S TILTS.
ON 'ON' HE CRIES YOU FOR MY TILTS.
(THIS IS THE WAY THE STORY GOES.)

YAWN BARRY TILTS SAID TOPPLY THIS,
AND GAVE ME MY WISDOM'S TILTS.
I'M NEVER GO OUT AND WALK ABOUT
- MY PUPIL WITH MY HEAD IN THE MASH.



TOPPLY THIS HE WALKED ON TILTS,
AND THE TILTS CAME OUT TO SEE.
HE GREW SO FOND OF HIS TILTS,
"THERE'S NO OTHER LIKE ME."

WELL HE FELT HE FELT IN A WELP,
AND VERY VERY DOWN HIS TILTS,
"SO THAT HE TILTS HIS TILTS TILTS TILTS
FOR HE CANNOT STEP UP TO SEE."

No. 41-44

A set of four panels, each 14" by 40"

From "The Rhyme of a Run," published by arrangement with the H. M. Caldwell Co.
Doubly interesting because of the delightful rhymes accompanying.

Rhyme of a Run

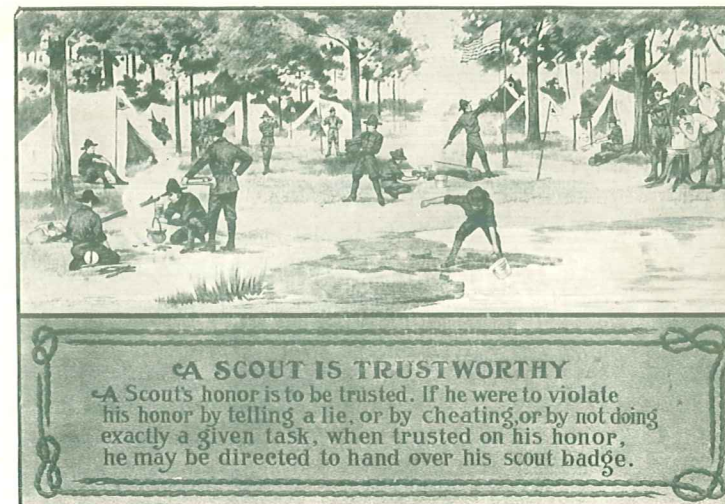


No. 45-50

Set of six panels, each 11" by 28"

Showing the downfall of "Fingers and Thumbs, who stole the Plums." The book, "The Rhyme of a Run," published by H. M. Caldwell Co., New York and Boston, may be obtained from your local bookseller.

Boy Scouts



No. 51-54

A series of four panels, 20" by 28", each illustrating one of "Boy Scout Laws."

Wizard of Oz



No. 15-20

Set of six panels, each 11" by 28"

We are familiar with the fascinating child's book, "The Wizard of Oz." These panels were designed especially for us by the late W. W. Denzlow, famous illustrator of the book.

Cupids and Garlands



20" High

No. 2035

120" Repeat

Six sections or ten yards to the roll

The Navajo



20" High

360" Repeat

A, B, C, D and E are pictorial—F, G and Z extension sheets

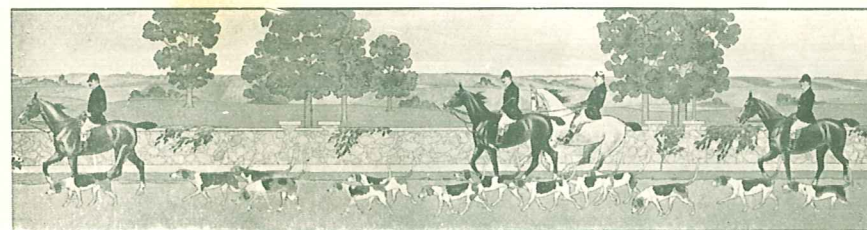
No. 2015

No. 2015 Extension

Roll of one each, A, B, C, D, E and Z

Roll of three each, F and G

The Hunt



20" High

360" Repeat

A, B, C and D are pictorial—E and Z extension sheets

No. 2012

No. 2012 Extension

Roll of one each, A, B, C, D, E and Z

Roll of three each, E and Z

The Dutch



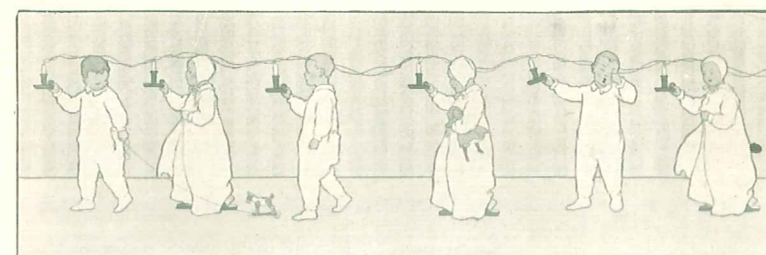
20" High

360" Repeat

Six sheets, A, B, C, D, E and Z, each 20" by 60"

A, B, C and D are pictorial—E and Z the scenic extension sheets

Bedtime



20" High

No. 2045

60" Repeat

One sheet only, 20" by 60" repeating itself.

Pocahontas



No. 3010

Interesting and instructive for the child's room or the school. We show two of the series of twelve 30" panels, illustrating the romantic story of Pocahontas and Captain John Smith. From the book by E. Boyd Smith, by arrangement with the Houghton-Mifflin Co., Boston, Mass.

Morning



No. 366

36" by 60"

An individual panel to be placed over the mantel or elsewhere in the room as a special feature of the decorative scheme.

Japanese Garden



30" High

No. 307

60" Repeat

The spreading fir trees and flowering shrubs against a sky of molten gold, make this a most enchanting subject.

August



30" High

No. 306

180" Repeat

Three sheets, A, B and C, each 30" by 60", interchangeable
Cool, shady foreground, quiet water with sailboats in the distance.
An inviting picture.

Venice



30" High

No. 305

120" Repeat

Two sheets, A and B, each 30" by 60"
A fascinating, colorful panorama of the wonderful City of Canals.

Coaching Days



30" High

360" Repeat

Six sheets, A, B, C, D, E and Z, each 30" by 60". A, B, C and D are the pictorial, E and Z the scenic extension sections.

Sections are interchangeable

Like a chapter from one of Dickens' tales, showing the "Get Away" to "Journey's End," with interesting scenes enroute.

Roll of one each, A, B, C, D, E and Z, No. 303

Roll of three each, E and Z, No. 303 Ex.

The Birches



30" High No. 302 120" Repeat
Two sheets, A and B, each 30" by 60"

The pleasing combination of water, trees and distant hill of The Birches is one of those happy conceptions which seem never to lose their interest but hold their appeal for all time.

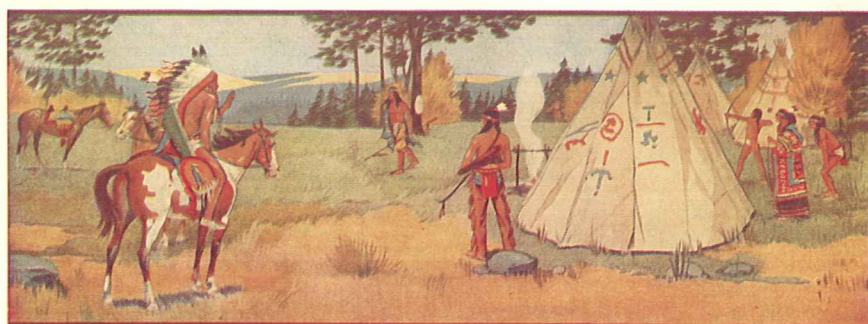
Put-in-Bay



20" High No. 2075 360" Repeat
Six sheets, A, B, C, D, E and Z, each 20" by 60"

A panorama of the shore line of Put-in-Bay made famous by Commodore Perry in the War of 1812.

Pawnee



20" High 360" Repeat
A, B, C and D are pictorial—E, F, G and Z extension sheets
No. 2017 No. 2017 Extension
Roll of one each A, B, C, D, E and Z Roll of three each E and Z

The Glens



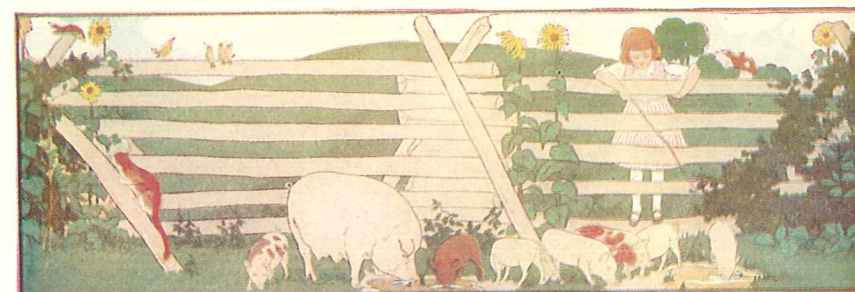
20" High No. 208 120" Repeat
Two sheets, A and B, each 20" by 60"

The Strand

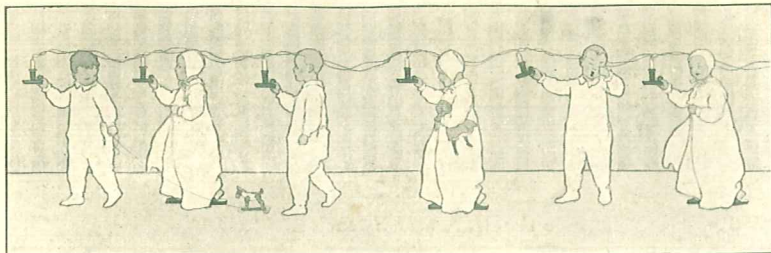


20" High 120" Repeat
Two sheets, A and B, each 20" by 60"
No. 2040 Natural No. 2041 Blue

The Barnyard



20" High 360" Repeat
Six sheets, A, B, C, D, E and Z, each 20" by 60"
A, B, C and D are pictorial—E and Z the scenic extension sheets
No. 2030 No. 2030 Extension



And they asked me how I did it
And I gave 'em the Scripture text,
"You keep your light so shining
A little in front o' the next."
They copied all they could follow
But they couldn't copy my mind
And I left them sweating and stealing
A year and a half behind.

—Kipling

San-kro-mura.
TRADE MARK

The last word in Wall Decorations

ANY good wallpaper paste, mixed to a rather heavy consistency, will serve to hang San-kro-mura. After applying paste thoroughly, allow a few minutes before hanging.

When appliqueing is to be done, add cup of molasses to bucket of paste, to insure holding on sanitary surface of San-kro-mura.

Paste may be removed from surface with damp cloth or sponge.

